

LIFE

A black and white photograph of a young woman, Carol Bruce, with voluminous, wavy hair. She is smiling and looking slightly to the side. A large bow is visible in her hair. The background is dark and out of focus.

SUMMER SUCCESS: CAROL BRUCE

SEPTEMBER 9, 1940 **10** CENTS
YEARLY SUBSCRIPTION \$4.50



SPORTSMEN



PROFESSIONAL MEN



BUSINESS MEN

The Ten Million Dollar Hat



COLLEGE MEN



HOLLYWOOD STARS



CAFÉ SOCIETY

OVER 2,000,000 MEN have paid more than \$10,000,000 for the Stetson *Playboy*! As you probably know, more men buy Stetsons than any other maker's single brand...and the Stetson *Playboy* is the most popular of over 200 smart Stetson styles. It's Extra-Light...can be creased and worn *as you like it*...over 30 attractive shades to add the finishing touch to your outfit...from *slacks to dinner jacket*!

COPYRIGHT 1940, JOHN B. STETSON COMPANY

The **STETSON** *Playboy* \$5

John B. Stetson Company, Philadelphia, New York, London and Paris. Stetsons also made in Canada, from \$6.

I was annoyed when I realized that I had a severe case of dandruff and that mere washing didn't seem to bring any noticeable improvement.

And alarmed. My scalp was feeling tight and itchy . . . seemed inflamed . . . and distressing flakes were showering down on my dark dresses.

I was worried about the whole condition. If there is anything I loathe, it's unhealthy scalp and hair.

Only ordinary scaling? I know this occurs sometimes, even in normal cases. I hoped the symptoms weren't anything to worry about, but they were so severe and persistent!

Was it infectious? So many symptoms suggested a possible case of infectious dandruff . . . and my doctor confirmed my fears and suggested Listerine Antiseptic.

ent of infection First List... treats hair and scalp... nothing at... The scalp tingles and... not neg... now with L... may aggra... LAMBE

Your treatment!
Use Listerine Antiseptic and massage twice a day! Clinical tests on men and women who did this showed impressive results! In one series of tests, 76% of the dandruff sufferers showed either complete disappearance of or marked improvement in the symptoms within 30 days!

Ah-h! How I enjoyed those daily treatments. So antiseptic. So cleansing. So cooling. So easy. And so effective. Flakes and itching began to disappear.

My scalp improved too! After a few treatments, my scalp felt wonderfully healthy and my hair began to lose those awful dandruff scales, thanks to Listerine's medication.

It's wonderful to go to parties and dance again without having to worry about the distressing symptoms of infectious dandruff. And every week I give myself a Listerine treatment to help guard against infection.

Get after infectious dandruff now with LISTERINE

Clinic and everyday use prove Listerine Antiseptic's value against this scalp condition which affects so many.

Don't fool around with what may be a troublesome condition! If you are irritated, disturbed by the distressing, uncomfortable symptoms of infectious dandruff, start your home Listerine Treatment today . . . the medical treatment thousands use.

Just apply full strength Listerine Antiseptic to your scalp morning and night—all over! Massage the scalp and hair vigorously, persistently. It's as easy as it is delightful.

Cooling, soothing Listerine Antiseptic—the same Listerine

which has been famous for over 50 years as an antiseptic mouth wash and gargle—kills millions of germs associated with the infectious type of dandruff . . . including the queer "bottle bacillus" called *Pityrosporum Ovale*, which outstanding specialists recognize as a causative agent of infectious dandruff.

Remember, Listerine is the medical treatment which, within 30 days, brought complete disappearance of or marked improvement in the symptoms of dandruff to 76% of the men and women who used it in a clinical test. Start today to see what it does for you! Lambert Pharmacal Company, St. Louis, Missouri.



Pityrosporum Ovale, the "Bottle Bacillus" magnified many thousands of times.



Over the Garden Wall, first exciting feature of the fashion showing, finds six versions of the *Carlton*—the Number One Red Cross Shoe style hit for fall, on the pretty feet of New York's loveliest models.



Miss Frederika Fox, Merchandise Editor of Vogue, and Hildegard, internationally-known night club singer and voted one of the world's twelve best dressed women, are among the distinguished guests of honor.



Miss Ona Munson, beautiful Hollywood screen star who played a leading role in "Gone with the Wind," enjoys the Red Cross Shoe Fashion Luncheon with Alice Richardson, associate editor of Harper's Bazaar (left) and Mrs. Betsy Blackwell, editor of Mademoiselle (right).



The Grand Duchess Marie and Miss Alice Hughes examine the *Rogue*—the dashing new Red Cross Cobbie which promises to become the sport shoe rage on American campuses this fall.

The Grand Duchess Marie

presents the new RED CROSS SHOES for fall at an exclusive Fashion Luncheon at the Waldorf Astoria

TO the Waldorf Astoria's smart Perroquet Suite came leading fashion editors and New York socialites, on a recent Monday, to preview the smart new Red Cross Shoes for fall. Gracious hostess at this exclusive fashion luncheon was the Grand Duchess Marie, famed writer, designer and great lady of our day, who welcomed the distinguished guests, including Hollywood's beautiful Ona Munson, Hildegard, lovely night

club and radio star, New York social registerites, Mrs. Philip Ammidown, Miss Patricia Schepps, Miss Anne Francine, Miss Mary Ellen Cookman, also many prominent members of the press. Commentator in the intimate, informal fashion showing following the luncheon was syndicated newspaper columnist, Miss Alice Hughes, who presented many of the season's loveliest new Red Cross Shoes, ensembled with smart fall costumes.

THE UNITED STATES SHOE CORPORATION, CINCINNATI, OHIO



"I am enthusiastic," says the Grand Duchess Marie, "about not only the classic simplicity and graceful beauty of these new Red Cross Shoes, but also their unusual fitting qualities, which enable American women to keep that vivacious, youthful stride for which they are famous."



TWO NEW RED CROSS SHOES WIN ENTHUSIASTIC APPROVAL AT FASHION LUNCHEON... THE CARLTON AND ROGUE



Miss Georgia Carroll, Miss Susann Shaw, and New York socialite, Miss Frances Cookman, are the center of attention strolling down the runway in beautiful Red Cross Shoes ensembled with smart fall costumes.



New York World-Telegram fashion editor, Miss Gertrude Bailey, and Miss Kay Silver, fashion editor of Mademoiselle, get a close-up of the Carlton.



Miss Nancy White, associate editor of Good Housekeeping, Miss Mary Hammond, feature fashion writer, and Miss Lee Russell, fashion editor of Cosmopolitan, are interested spectators.



Lovely New York socialite, Mrs. Philip Ammi-down, in a striking fall costume with which she wears the Plaza—the classic suede pump, which is another of the leading Red Cross Shoe style favorites for fall.



Miss Frances Cookman and Miss Mary Ellen Cookman, enchanting 1940 debutante, enjoy a moment's relaxation before taking their places on the runway.



Miss Mabel Winkel, America's No. 1 shoe designer for women, and one of the guests of honor, designing one of the smart Red Cross Shoes which was featured at the Fashion Luncheon.



Upside-down tap dancing finale, staged by Ned Wayburn—the first "upside-down" style show ever held—evokes spontaneous applause, as a quartette of pretty young mannequins stand on their heads to display four versions of the Rogue—one of the new Red Cross Cobbies.



Only Red Cross Shoes are made over the registered and exclusive "Limit" Lasts

Sketched above are a few of the smart new Red Cross Shoe styles for fall and winter. A. Carlton, B. Tempta, C. Wellesley, D. Classic, E. Casino, F. Mitzi, G. Plaza. More than 13,000 women buy Red Cross Shoes every day for dress, for sport, for walking—and every gorgeous pair is made over the exclusive "Limit" Lasts to insure perfect fit and to give women the vivacious envied step of youth.

How's your "Pep Appeal"?

—by Williamson



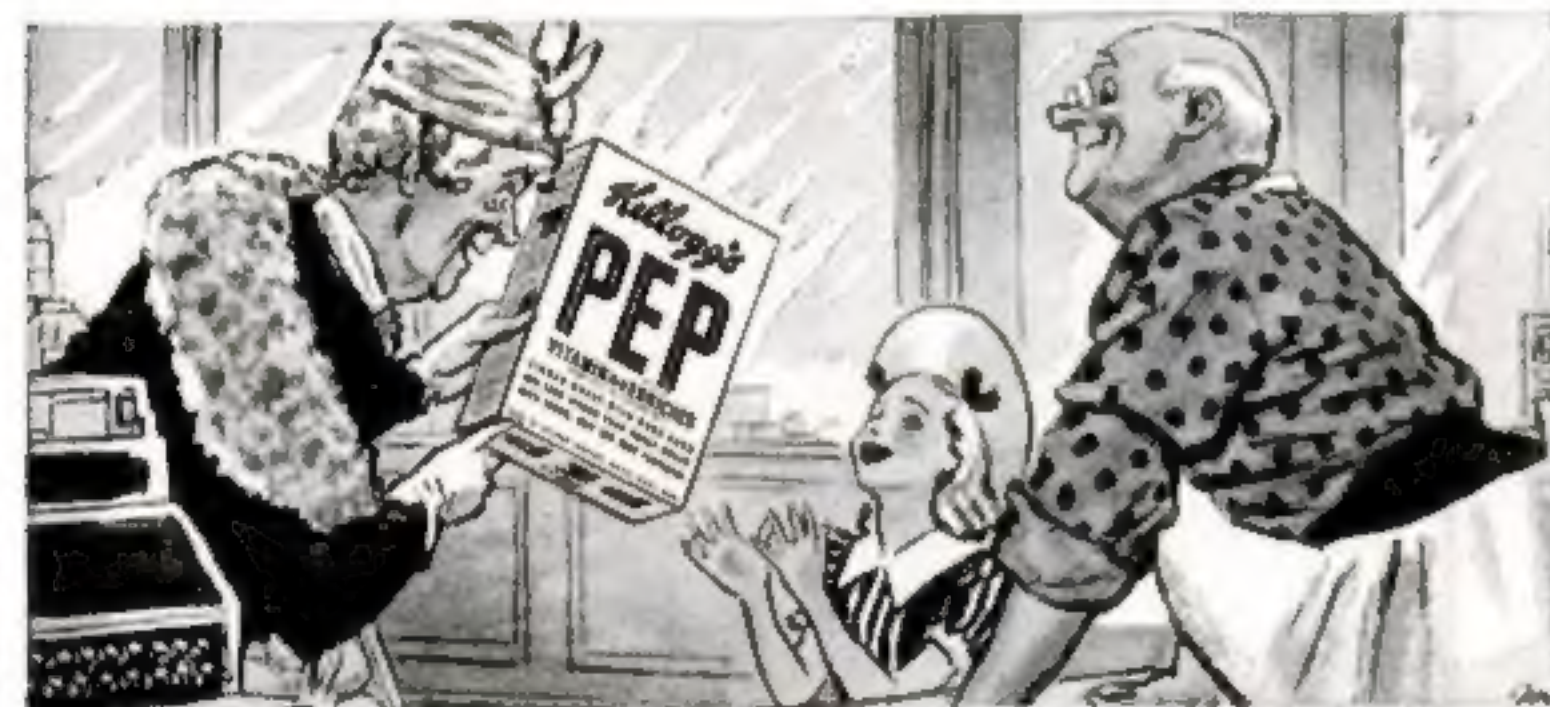
Margaret: No! Sally, no! Play it *right* for gran'ma. It's supposed to be a *dance*! Put some *oomph* into it!

Gran'ma: Margaret! I'd bet my last dollar I know what's ailin' that child!



Margaret: Good Heavens! Mother—what do you mean?

Gran'ma: I'll bet this child just plain doesn't eat right—doesn't get all her *vitamins*! Get your hat, Sally, we're going to the *grocer's*.



Gran'ma: Here it is, Sally. Your first lesson in getting your vitamins. This crispy, crunchy, delicious cereal—KELLOGG'S PEP—is an extra-rich source of two of the most important ones, vitamins B₁ and D.

Sally: When do I taste it, Gran'ma?



Sally: Wow! Mummy! This PEP tastes *grand*. Can I have it every day for breakfast?

Margaret: I should say you *can*!

Vitamins for pep! Kellogg's Pep for vitamins!

Pep contains per serving: 4/5 to 1/5 the minimum daily need of vitamin B₁, according to age; 1/2 the daily need of vitamin D. For sources of other vitamins, see the Pep package.

MADE BY KELLOGG'S IN BATTLE CREEK

COPYRIGHT, 1940, BY KELLOGG COMPANY

LETTERS TO THE EDITORS

"Fall of France"

Sirs:

When I arrived in the U. S. I read with pleasure my article on the "Fall of France" in the Aug. 26 issue of LIFE.

This article is preceded with an introduction for which I thank you. Unfortunately you said I had been outlawed by the Vichy Government. This is not true. It is a rumor erroneously spread by the American press and is of German origin. The Vichy Government has taken no action whatsoever against me. The news I receive regularly from France confirms that no action was ever taken to prevent me from returning to France. This is also the case concerning various personalities whose names appeared on that list. In fact several of them have returned and are now living in France unmolested.

PIERRE LAZAREFF

New York, N. Y.

● LIFE is glad to be corrected and to hear that M. Lazareff is now in the U. S.—ED.

Results of Love-Making

Sirs:

Do LIFE's readers remember the love-making picture in the story on the Barter Theatre (LIFE, July 31, 1939)? Well, this is the result. Two of our best young actors got married.

The marriage is also the result of playing *Margin for Error*, by Clare Boothe. The bride, Dorothy Bourne, from Brandywine, Md., was playing



CLASS IN LOVE-MAKING



RESULT: MARRIAGE

Sophie, while the groom, John Eaton, of Carmel, Calif., was playing the old doctor. They enjoyed working together so much they decided to get married.

We had a very charming wedding for them. The cake was baked by one of the actors and, as you can see, they walked out of the church under stage lights.

ROBERT PORTERFIELD
Managing Director

Barter Theatre
Abingdon, Va.

Spanking for Glamor Girls

Sirs:

After having read each issue of LIFE for three years now, I have finally come

(continued on p. 5)

FREE! 1941 BUICK



and 79 other VALUABLE PRIZES in LOMA LEADS nationwide CONTEST!



Hurry to the nearest store featuring Loma Leads fashions for your FREE ENTRY BLANK.

SEE THESE EXCLUSIVELY LABELED DRESSES

Study the styling, fabrics, details. The above dress is typical—with its glamorous lines, interesting beaded trim and Waldees Kover-Zip placket. It's made in "Top Glide", a Colonial rayon fabric woven with *Celanese* yarn. Black, blue, and new colors. Sizes 12 to 18... about \$8.95

After seeing the superb collection, you'll find it so easy to write "WHAT YOU LIKE BEST ABOUT LOMA LEADS DRESSES"—which is all the contest requires. There's nothing you need buy—yet you CAN WIN a monthly prize and a Grand Prize. The sooner you enter, the greater your opportunities. Contests run monthly from August 25, 1940 to January 20, 1941.



1ST PRIZE 1941 BUICK, 2nd prize Westinghouse console radio. Other prizes: Year's dress supply, portable radios, electric irons, etc.

If you do not know the LOMA LEADS store in your city, write to LOMA LEADS Fashions • 501 7th Ave., N. Y. C.

*Reg. U.S. Pat. Off.

Get all the flavor you pay for!

BUY BEAN COFFEE - HAVE IT CUSTOM GROUND*

You're a long way toward solving the "coffee problem" when you realize this fact: Coffee must be ground exactly right for *your* coffee pot. That's the only way you will get the full coffee flavor you pay for. Read the facts and convince yourself that no one or two standard grinds will do for all coffee pots. Go to your A&P and tell

the coffee clerk the kind of coffee pot you use. Watch him grind the fresh, fragrant A&P coffee beans precisely right for your own coffee maker. Do this today—then watch the smiles at your breakfast table tomorrow morning!

AT ALL A&P FOOD STORES



ONLY THE RIGHT GRIND GIVES YOU ALL THE FINE FLAVOR

The brewing of good coffee is a simple matter—just bringing ground coffee and hot water together for the right length of time. The time differs according to the type of coffee pot used. Some pots hold the water against the grounds constantly, some intermittently, some just passing through. Where the contact is constant the ground coffee should be coarse, where not constant the grind should be finer.



In the regular coffee pot, boiling water is in constant contact with coffee. Have your A&P Coffee ground coarse.



Percolators force water over the coffee intermittently, so use medium ground A&P Coffee in your percolator.



In drip pots, water goes through the grounds only once; therefore you should have your A&P Coffee ground fine.



In vacuum pots the contact is briefest of all—up goes the water, down comes the coffee. You should use A&P Coffee ground extra fine.



* Custom Ground Coffee is what you get from the coffee mill in each A&P Store. Tell the clerk the kind of coffee pot you use, so he can select the right one of seven grinds to give you fullest flavor.

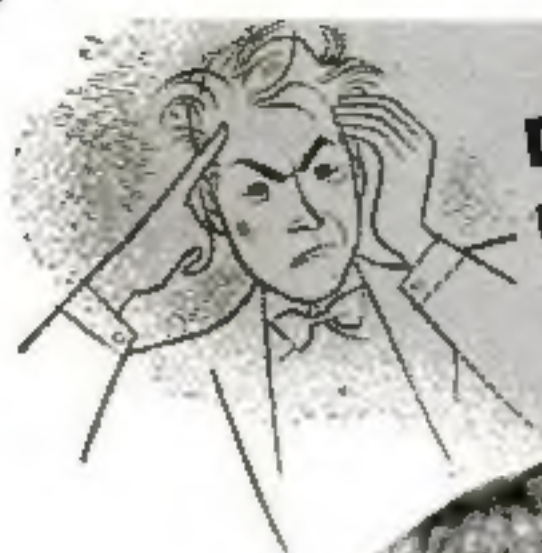


COFFEE OF MAGNIFICENT FLAVOR—ENJOYED BY EVERY 7th FAMILY IN AMERICA

NO OTHER COFFEE GIVES YOU ALL THESE ADVANTAGES

- Coffee that's the pick of plantations.
- Selected and bought by A&P's own resident experts in South America.
- Roasted to flavor peak in A&P's exclusive flavor control roasters.
- Sold in the flavor-sealed bean in A&P stores.
- Custom Ground when you buy . . . exactly right for your coffee pot, to bring out all the magnificent flavor.





Don't let "dry scalp" make your hair go wild!

Why have brittle, lifeless, unattractive hair? Discover for yourself the amazing results you get from the regular use of 'Vaseline' Hair Tonic.



REWARD FOR CHECKING DRY SCALP IS GOOD-LOOKING HAIR!

DON'T be fooled about brittle, hard-to-manage hair. Often the very things you do to correct it only aggravate a "dry scalp" condition.

'Vaseline' Hair Tonic is different. It does more than make your hair "easy to comb." It actually checks dry scalp—leaves your hair with that natural, healthy look everyone admires. Remember, you don't have to douse your hair with 'Vaseline' Hair Tonic. A few drops on the comb every morning are enough to supplement the natural scalp oils. Then once a week, before you shampoo, give your scalp a good 'Vaseline' Hair Tonic massage. You'll notice the beneficial results almost immediately.



A few drops supplement the natural scalp oils, keep your hair good-looking.

CHANGE TO 'VASELINE' HAIR TONIC today and see the improvement in the way your hair looks and feels!

Vaseline HAIR TONIC

REG. U. S. PAT. OFF. Copyright 1940, Chesebrough Mfg. Co., New York, N.Y.

LETTERS TO THE EDITORS

(continued)

to the decisive conclusion that what some of the girls you write about need is a good sound spanking.

Although I am a 19-year-old girl (my father does not consider me of age until I am 21), every time I disobey my parents across my dad's knee I must go with nothing more than a pair of silk pants between me and the stinging switch. I might add that the spankings have done me a world of good, too.

I'll bet your girls have never even felt the caress of a soft slipper, say nothing of a chastising switch, which I am sure would also do them a world of good, too.

ANNE SPRIGLER

St. Paul, Minn.

Gloucester's Home Defense

Sirs:

In re "The Martial Spirit" Aug. 19 issue: "Two U. S. towns had not waited to be told what to do from Washington"—Lexington, Mass. and Hamilton, Ohio. Let me tell you that the Civic Patrol, Gloucester, Mass., led by Natalie Hays Hammond, daughter of the late John Hays Hammond, was chartered three months ago and has organized classes of girls learning communications and defense transportation ready to replace young men in any emergency. On Aug. 14-15 the Patrol drew thousands to participate in Port Gloucester and Defense Days.

Please quote Governor Saltonstall who places Gloucester first in Home Defense.

E. HOGARTH

Gloucester, Mass.

Close Call at Pensacola

Sirs:

All of us down here enjoyed your article on Pensacola (LIFE, Aug. 26), particularly the part about small field work. That is the most exciting part of our primary training. Sometimes, however, it can be even a little too exciting. The enclosed picture which I took of a Stearman trainer coming into "Clay Pits" (small auxiliary landing field) will show you what I mean. The tail wheel is still on the ground and the student is trying desperately to stall the Stearman off the ground, and thus



"STALLING" OFF

prevent himself from crashing into the trees. Luckily for him he did get off the ground, just making the fence and brushing through the trees.

I think everyone down here has a copy of the photo. To all of us it is a memo of something we remember most vividly. You know, of course, that we get a more intensive training in this kind of work than the Army does, because most of our flying will eventually be off the snail deck of a carrier.

ALBERT PLOTKIN, Cadet

U. S. Naval Aviation Station
Pensacola, Fla.

For Democracy's Sake

Sirs:

I am an American by birth, but this was due to a fortunate bit of foresight on the part of my father who came to America from Russia to escape the pogroms of the late 1890's. He became an American citizen as soon as it was possible for him to do so, and he has raised his children to be good Americans. Perhaps because of this back-

(continued on p. 8)



Whether silk or nylon... every pair made with loving care... to bring you glamour, beauty, extra wear... Preferred by millions of women... Sold by over 6,000 stores, coast to coast. SILK 79¢ to \$1.25 — NYLON \$1.25 and \$1.35

TRADE MARKS REGISTERED COPYRIGHT 1940 MOCK, JUDSON, VOHRINGER CO. OF N.Y., INC.

"STANBACK for HEADACHE



Gives You 3 BIG EXTRAS!

1. Relieves Quickly!
2. Gentle in Action!
3. Should Never Leave You Jittery - Lets You Relax.

If you have not yet tried STANBACK, by all means do so the very next time you want quick, gentle relief from headache, neuralgia, muscular aches or similar pains. STANBACK helps you relax, by relieving nerve strain due to headache. You'll like STANBACK!



Follow package directions. For frequent headaches, see a doctor.

"We used to fight like

CATS

AND

DOGS"

YOU WIN,
DARLING!
MY SHIRTS
LOOK LIKE A
MILLION DOLLARS
NOW.

AND HOW
WONDERFUL
IT IS NOT TO BE
ALL TIRED OUT
ON WASHDAY!

NOW DOT AND
DOUG ARE HAPPY
—but you should have
seen them Last Week!



1. WHAT AN ARGUMENT!

Doug lost his temper—said he was ashamed to be seen in his shirts! "They never look bright," he barked. "And look how the collars curl up. They don't even seem to fit." Then Dot broke in, "Why pick on me!" she said. "I struggle with the wash and then iron until I'm dead tired. I've told you right along we should have the laundry do them."



2. ENTER THE HERO!

Next morning the doorbell rang. "Look, Doug, here's a man from the laundry now," Dot said. "He'll tell us why laundries can do shirts better than they possibly can be done at home." "We can," the salesman said. "We have special equipment just for finishing shirts. And we guard against fading and wear at every step. Come see for yourself."



3. SO THEY WENT TO THE LAUNDRY

They saw how carefully everything is washed. How temperatures are scientifically controlled. How up to 13 changes of water are used. Doug was amazed at the special ironing equipment used to finish collars, cuffs, bosoms. "O K, Dot," he said. "Let's try sending the shirts to the laundry."



4. AND HOW LITTLE IT COST!

Both Dot and Doug gave three cheers when the shirts came back and they saw how reasonable the bill was. "Let's send everything to the laundry from now on," Doug said. "I can't see any reason now for you to slave every washday." And Dot said, "How about taking me to lunch next washday, dear? You'll look so handsome in your shirts now I want to show you off!"

**Send the Laundry a Trial Bundle...You'll
end Washday Worries for good!**

Do you still hesitate over sending the wash out of the house? Then you don't know what remarkable progress has been made in modern laundry methods.

Yes, in the last 5 years, the laundry industry has spent millions of dollars on up-to-date equipment, millions more on research. Today, you can send everything to the laundry and know that every washing and ironing operation is more accurately controlled than you could hope to do it at home.

The best way to prove this is—send a trial bundle today. When it comes back, examine it carefully. See how soft and white the linens look. How bright and gay the colored clothes are. And as for difficult pieces like shirts, blankets, curtains... many women admit they can't even match the laundry for a beautiful finish. So ask your laundry to tell you about the many types of service they offer—there's one to fit your problem and purse.

LET THE
LAUNDRY DO IT
LONG LIFE FOR CLOTHES... MORE LEISURE FOR YOU



Did You Know

That today's laundry uses soaps as safe as those used in the home?

That while you may divide your wash 3 ways (white clothes, colored clothes, and fine fabrics)—the laundry makes up to 15 different classifications... each of which gets separate treatment?

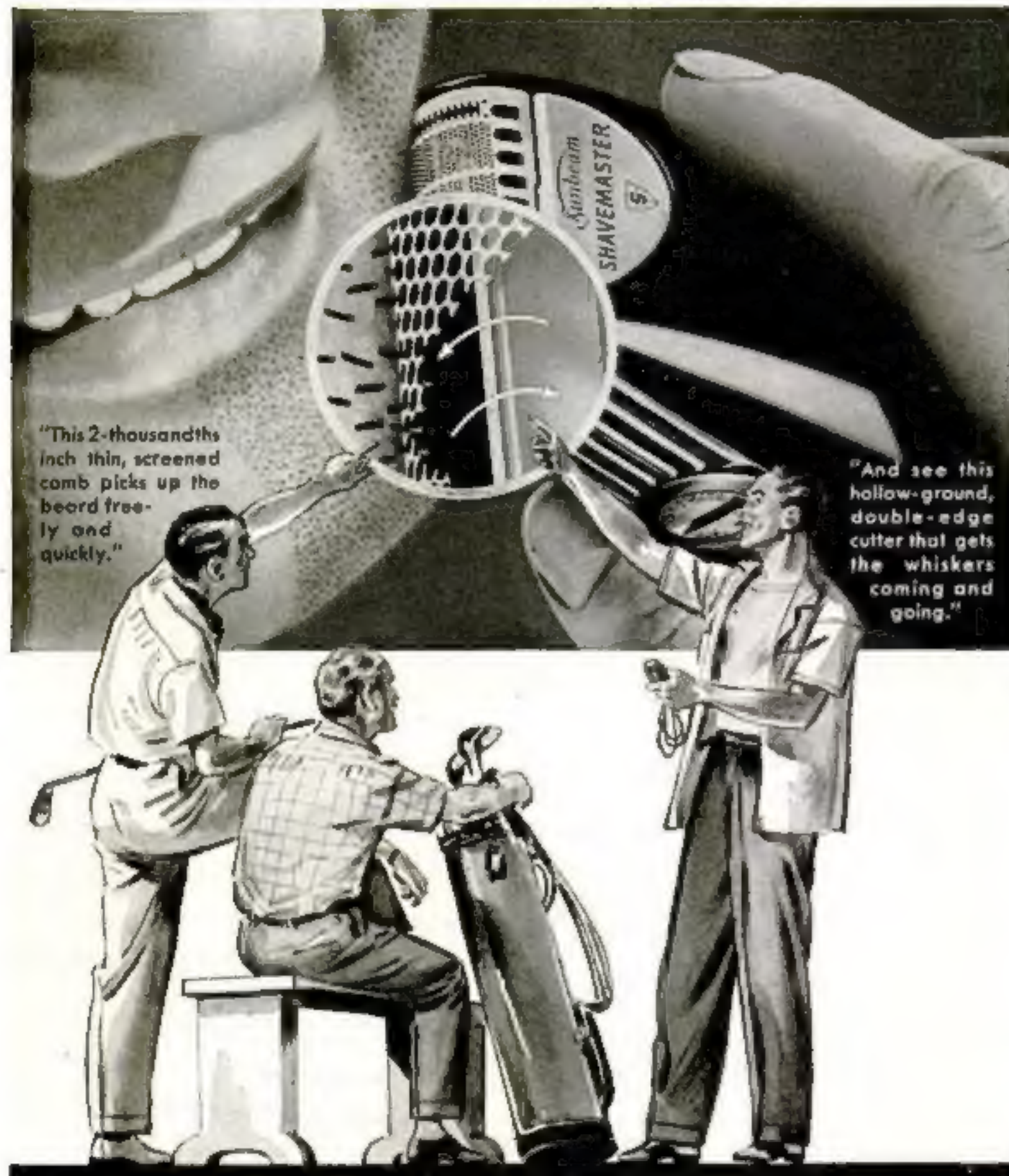
That while home washing calls for two or three changes of water, standard modern laundry practice calls for as many as 13 changes for each wash?

That all water—even water used for rinsing—is scientifically softened?

COPYRIGHT 1940, DUNLOP ADVERTISING, INC.

ONLY THE **Sunbeam** SHAVEMASTER

HAS THIS EXCLUSIVE HEAD!
Shaves close as a straight-edge, and faster



The Head that is Winning America to Dry-Shaving



BOTH MODELS HAVE THE SAME EXCLUSIVE HEAD
The Model "R" has the Universal, series-wound, brush-type motor that operates on both AC and DC. The Model "M" has the new Sunbeam magnetic type-motor for AC only.

Why is Sunbeam Shavemaster the electric shaver that is winning America to dry-shaving? Look at its head. You'll find the answer there. There's none other like it. It wins friends—and keeps them—because it does a close, fast, clean shaving job. The holes in the whisker-thin comb are so close together the whiskers enter freely and easily whether they are wiry or fine, curly or straight. The lightning-fast cutter is pressed tight against the inner surface of the screened comb—gets the whiskers FASTER and CLOSER without skin irritation.

Men! You're really missing something until you've swung over to dry-shaving with Shavemaster. As one man said recently, you will feel sorry for yourself when you think of the years you struggled along with wet-shavers. So ask your dealer for a demonstration. He has one of our new, convenient demonstration units. On sale wherever good electric appliances are sold.

Made and guaranteed by CHICAGO FLEXIBLE SHAFT COMPANY, 5688 W. Roosevelt Rd., Chicago, Ill. Canada factory, 321 Weston Rd. So., Toronto. 32 Years Making Quality Products.

Famous for Sunbeam TOASTER, MIXMASTER, COFFEEMASTER, IRONMASTER, etc.

LETTERS TO THE EDITORS (continued)

ground we appreciate our American citizenship as we do, and we hold it to be the most precious thing we possess.

Now I ask you, what can we do to make the people of the U. S. see that our glorious country is being undermined by the subversive activities of those who would make our country the living prison that exists in Europe. Our people are today free in this land, and it hurts us to see the dictator nations so successfully laying their groundwork here.

Many Americans unknowingly are helping to further the cause of the dictators because they are willing dupes to the tons of propaganda that are coming into our nation. Our own Senators and Representatives are constantly fumbling and acting only in their personal interests for re-election instead of with the good of the country at heart. How they must make Hitler smile!

What faith can we place in those elected representatives when we know, for instance, that conscription is the only way to show the dictators that we mean business, and yet see these same elected officials blocking the way for American defense? How safe can we feel when we see pictures of Army maneuvers with our soldiers using broomsticks for guns, soapboxes for trench mortars and trucks for tanks? Ninety thousand soldiers took part in the recent First Army maneuvers, yet there was not enough equipment for them to use. (One hundred thousand Dutch soldiers were reportedly killed in about three days in the invasion of their country by Hitler.)

How do we feel when we read in companion headlines in newspapers that London was bombed with 1,000 planes and that we produced only 33 last month? How do we feel when Ambassador Bullitt, just returned from France, says we are in as grave danger as that country was last year and our Congressmen and Senators refuse to listen to his pleas and those of others who were in Europe that Hitler has designs on the U. S.?

Our American liberty is far too precious to lose. Let's tighten our belts, stick out our chins, make America so strong no one will even dare to send their agents to undermine and sabotage us. For democracy's sake, and in the name of honest and free living, continue your fight to enlighten the people of the U. S. to the truth.

FRANK ROWLANDS
Mount Holly, N. J.

Chisel Slip Sirs:

I was much interested in the letter of Roscoe H. Bowers in Aug. 19 issue of LIFE under the title "Chisel Slip" and the accompanying photograph showing tombstone of Anna B. Sheild.

Anna B. Sheild, wife of W. H. Sheild,



TOMBSTONE IN YORKTOWN, VA.
was Anna Byrd Corbin, daughter of Major Garvin Lane Corbin of Kings



CLICQUOT CLUB

Golden Ginger Ale • Pale Dry Ginger Ale
Sparkling Water (Soda)
50 Years a Favorite!

SO MUCH FOR SO LITTLE

A \$500 INSTRUMENT
Retains Its \$500 Performance
Yet Sells for 80% Less

That is the story of progress in home recording—and the originators, Wilcox-Gay. RECORDIO is the original recording radio and today places the field in quality, performance and public acceptance. Step out with a "modern" radio. Buy RECORDIO.

PENNIES NOW BUY A "DOLLAR" ITEM... RECORDIO DISCS

That, too, is progress initiated by Wilcox-Gay. Genuine Recordio Discs embody every desirable feature of home recording discs, yet cost but PENNIES. You should own a

Wilcox-Gay RECORDIO

Radio-Phonograph-Recorder Combination
Wilcox-Gay Corp., Charlotte, Michigan

SEE THE NEW 1941 MODELS at your Wilcox-Gay DEALER

"America's Most Versatile Radio"

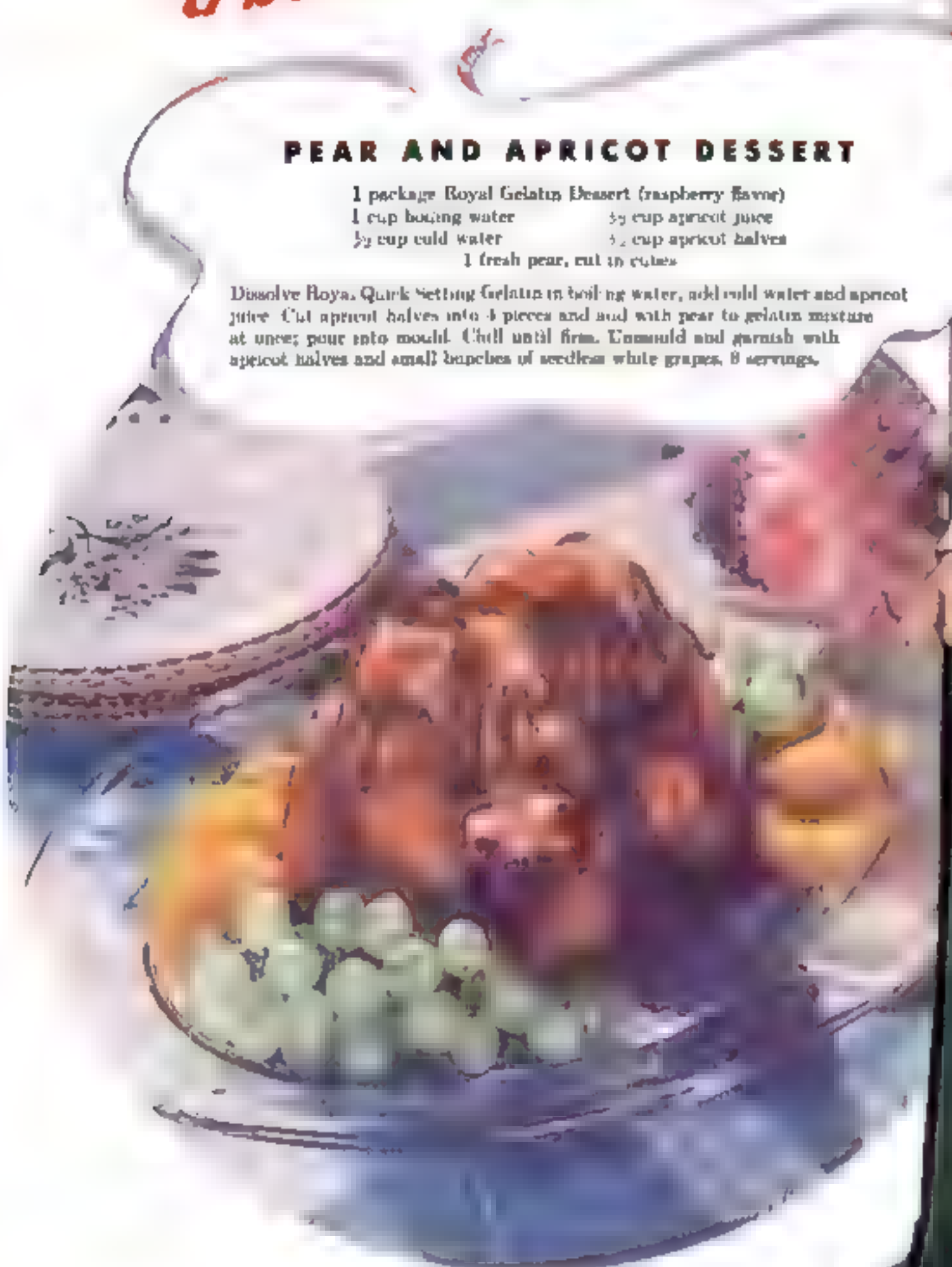


*Ginger Rogers calls it
"A treat as thrilling as
a burst of applause!"*

PEAR AND APRICOT DESSERT

1 package Royal Gelatin Dessert (raspberry flavor)
1 cup boiling water ½ cup apricot juice
½ cup cold water ½ cup apricot halves
1 fresh pear, cut in cubes

Dissolve Royal Quick Setting Gelatin in boiling water, add cold water and apricot juice. Cut apricot halves into 4 pieces and add with pear to gelatin mixture at once; pour into mould. Chill until firm. Unmould and garnish with apricot halves and small bunches of seedless white grapes. 8 servings.



GINGER ROGERS, co-starred in
"Lucky Partners,"
an RKO Radio Picture

WANT TO KINDLE little fires of admiration in his eyes? Then take a tip from slim, glamorous Ginger Rogers . . . serve this shimmering mountain of Royal Gelatin for dinner tonight!

One single look at it will tell you it's a sure-fire praise-getter!

And just wait till you dip into its twinkling, ruby-red lusciousness—one quivery spoonful will tell you that it *tastes* as glorious as it *looks*!

That, of course, is why thousands prefer Royal Gelatin—for its marvelous *flavor-depth*. You see—Royal flavors are scientifically "sealed in." There's no escaping before they reach you!

NOTE: It's really a downright cinch to make the Royal Gelatin treat pictured here. But—to be *sure* it will be "royally good," say *Royal* to your grocer!



7 GELATINS!

If you like CHERRY, LEMON, ORANGE, STRAWBERRY, LIME, RASPBERRY or PINEAPPLE, you'll find your favorite Royal flavor at your grocer's. (And you'll find it something to cheer about!)

Copy, 1940, Standard Brands, Incorporated

NEW TREAT! An old-time favorite in a new, easy-to-make form. **ROYAL TAPIOCA PUDDING**

They're ROYAL Desserts

"I'll sing for ROYAL PUDDING... any time!"

says Gloria Jean

GLORIA JEAN, starring in the new Universal Production "A Little Bit of Heaven."

CHOCOLATE • BUTTERSCOTCH • VANILLA



"PLEASE, MARTHA!" says Gloria, putting the pressure on the cook for some velvet-smooth, luscious Royal Pudding. (Gloria's favorite is "that yummy Butterscotch!")



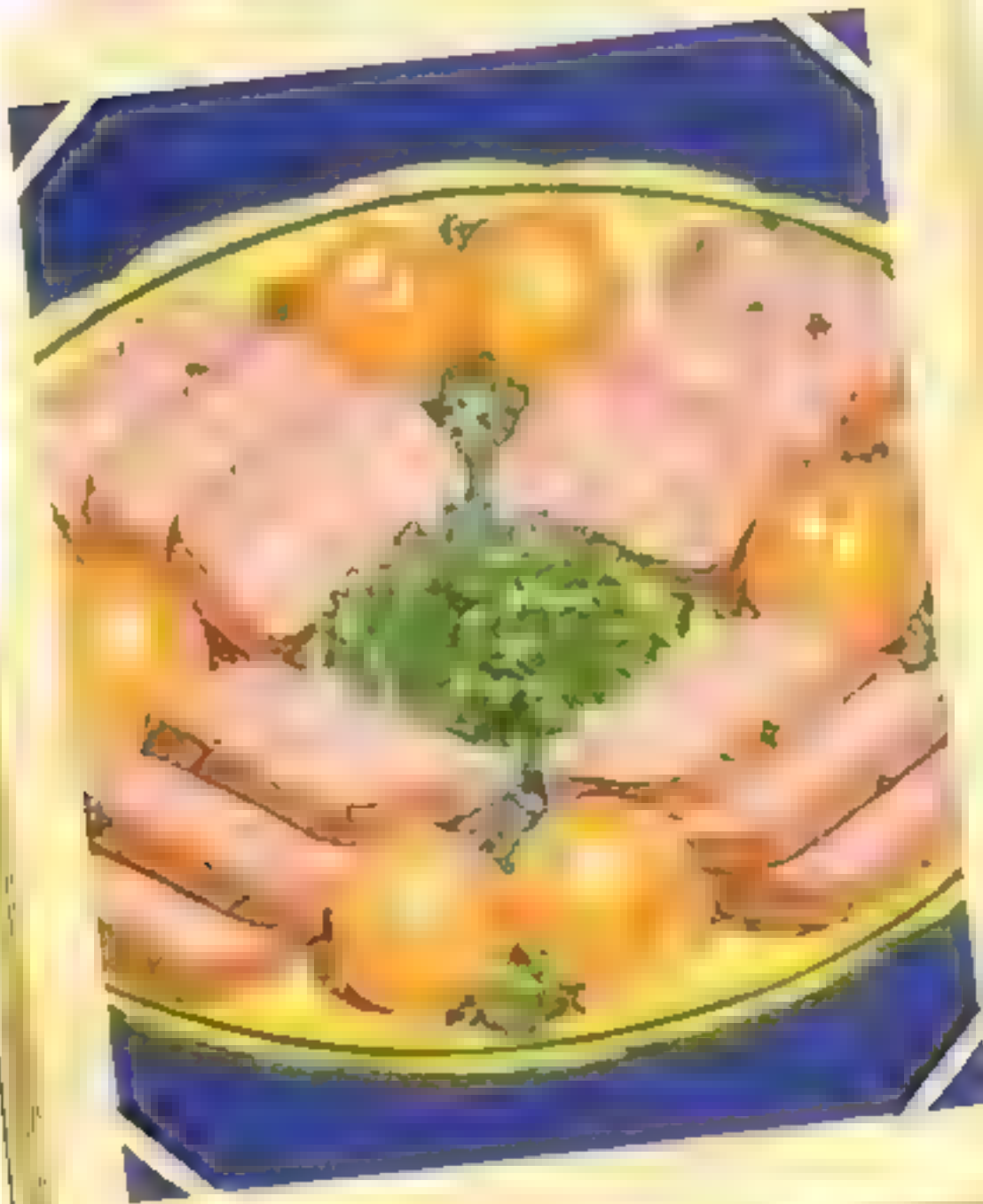
"SURE, HONEY!" says Martha, who knows that Gloria's favorite Royal Pudding is a downright cinch to make—and that it also contains ARROWROOT, the starch widely favored for child nutrition.

THE WORLD'S LARGEST-SELLING PUDDING!

America's newest favorite!

ARMOUR'S Treet

ACTUAL
ARMOUR'S
STAR



LET'S have a different dinner... Baked Treet garnished with apricots! It's delicious!

Of course, Treet comes by its grand flavor honestly! Only the best table-meats are used in Treet—seasoned just so—blended and cooked to perfection!

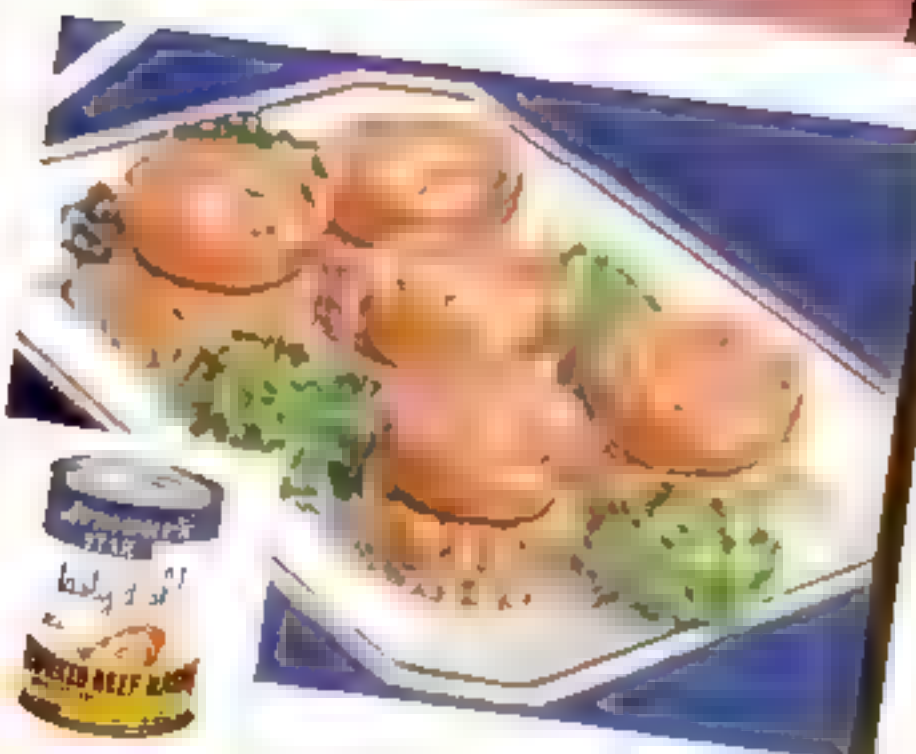
Recipe: Just slice Treet in a baking dish, pour over it 1 cup of the syrup from canned apricots for every loaf of Treet used. Place the apricot halves around the Treet and bake in a 350° oven for 30 minutes. That's a dish you'll be proud to serve! Why don't you have it tonight?



Here's a hot one... Star Chile on Tamales! It's a new, popular combination of Armour's Star Chile Con Carne poured over Armour's Star Hot Tamales. Just heat and serve. As tasty and different a dinner as you've ever enjoyed!

Chile is fine ground meat with beans in a hot sauce. Tamales are seasoned ground meat wrapped in cornmeal. To get that real Fiesta flavor, make sure you use Armour's Star Tamales and Armour's Star Chile Con Carne. That's the way to be positive of fine, wholesome meat, seasoned right by Armour's Master Chefs!

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ARMOUR AND COMPANY
CHICAGO



Baked Corned Beef Hash
Circles with Tomatoes—A brand new way to serve Armour's Star Corned Beef Hash that's sure to please your family!

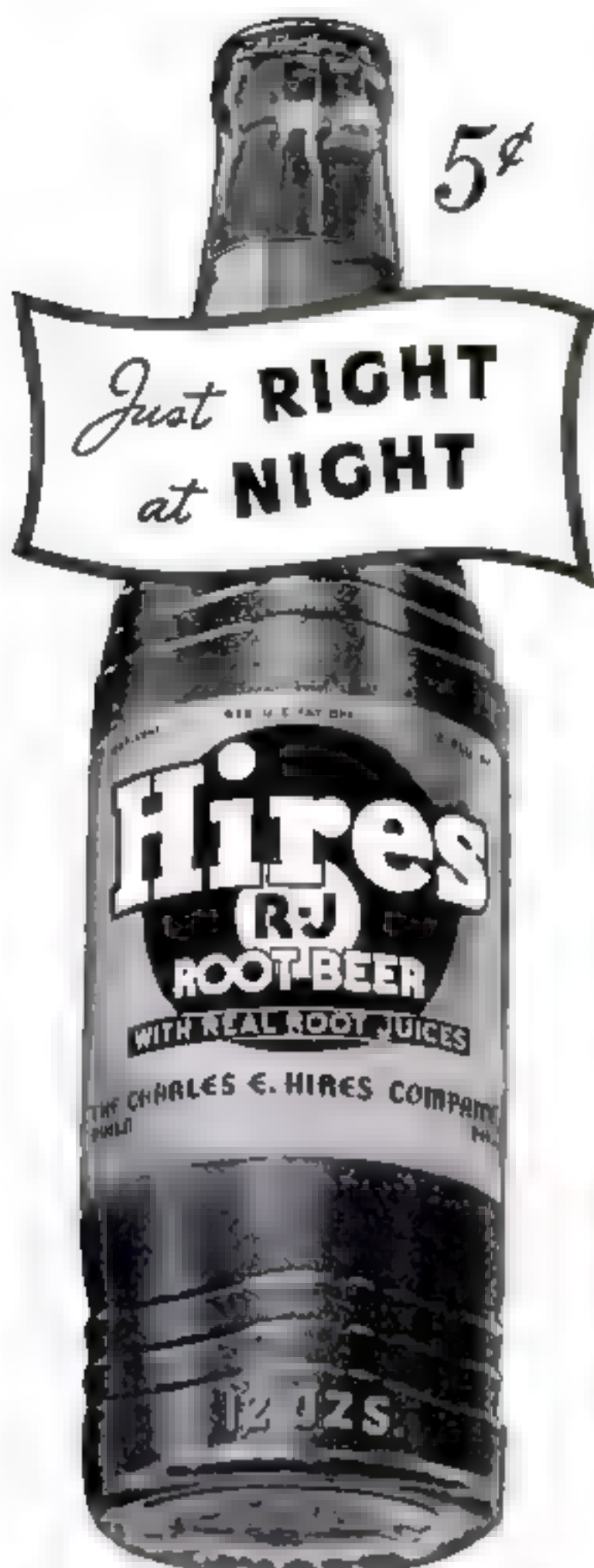
Just open both ends of the can of Star Corned Beef Hash (chilled), and push the contents out whole. Cut in thick slices. Place on oiled baking pan and top with halves of tomatoes and dots of butter. Bake 25 minutes in a 375° oven. Garnish with parsley and serve. The zesty flavor of Armour's Star Corned Beef Hash will have everybody calling for more!



Poached Eggs and Star Corned Beef on Toast—a light meal that's as easy to fix as it is delicious to eat!

Open a chilled can of Armour's Star Corned Beef. Slice and place on toast. Broil for 2 minutes, then serve with a poached egg on top. It's scrumptious eating when it's made with Armour's Star Corned Beef. For Star Corned Beef is made of selected cuts of fine brisket beef and is famous everywhere for its grand flavor!

Ask for **ARMOUR'S STAR MEATS**
America's first choice for flavor



"Angela"

CUT STRAIGHT →

CUT 8.45 →

"Darleen" ELASTIC →

A revolutionary bra scientifically cut in 12 separate sections so that it not only gives you the high, separated contour of youth but holds the bust in place without binding or cutting. Cotton and rayon batiste. Write for leaflet showing it in THREE figure types (for small, average and large bust).

59¢

Design Pat. D-128708

BESTFORM

THE FOUNDATION OF AMERICAN BEAUTY

358 FIFTH AVENUE, NEW YORK

LETTERS TO THE EDITORS (continued)

Creek, York County, Va. The correct date of her birth and death according to family records is born Nov. 26, 1808, died Feb. 3, 1847 (not Feb. 30!). This is another case where an extra cipher makes quite a difference and tombstone cutters should be cautioned. I am a descendant of Anna Byrd Corbin's sister Lucy Beverley Corbin and have also visited this graveyard and taken note of the "chisel slip."

JOHN G. BRUCE
Greensboro, N. C.

Sirs:

In a Germantown, Pa. churchyard there stands (another stonecutter's slip)

Sarah B. Crout
Beloved Wife
of the late
John C. Crout
Lord she is thin

W. M. ROOP

Orange, N. J.

Out of Business

Sirs:

In the Aug. 26 issue of LIFE a photograph explains why Baker Brothers furniture store of Indianapolis went out



OUT OF BUSINESS



BACK IN BUSINESS

of business. The enclosed photograph shows what went into the store as soon as Baker Brothers moved out.

SEYMOUR E. FRANCIS
Indianapolis, Ind.

Low in London

Sirs:

You seem surprised that Cartoonist Low's little guy is Low himself (LIFE Aug. 20). I figured that out four years ago when I was in London. One August afternoon in 1936 I got on the tube at Hampstead, sat down in front of a man in a sweeping black felt hat and black cloak smoking a black cigar. We both got off at Oxford Circus, rode side by side sedately up the escalator. I said at last, "Please excuse me, but aren't you Low?" He allowed as how he was, saw me over to Hanover Square, lifted his hat and went on.

Next time I met Low was in Woolworth's. He was buying a mousetrap. I passed by with eyes averted, feeling that once was enough to have accosted a man of Low's caliber. But Low said, "Good morning!" We discussed mice, then men.

For the next few years, every four or five months I would encounter Low here or there about London. This spring going along Fleet Street in the blackout I bumped into an invisible man. It was Low. Shortly after that the Germans attacked him with German measles and in June, I came back to America.

KAY DOUGHTIE
Chicago, Ill.

How a Man of 40 can Retire in 15 Years



IT MAKES no difference if your carefully laid plans for saving have been upset during the past few years. It makes no difference if you are worth half as much today as you were then. Now, by following a simple, definite Retirement Income Plan, you can arrange to quit work forever fifteen years from today with a monthly income guaranteed you for life. Not only that, but if you should die before that time, we would pay your wife a monthly income as long as she lives.

\$150 a Month beginning at age 55

Suppose you decide that you want to be able to retire on \$150 a month beginning at age 55 and you qualify for the following Plan. Here is what it provides:

1 A check for \$150 when you reach 55 and a check for \$150 every month thereafter as long as you live.

2 A life income for your wife if you die before retirement age.

3 A monthly disability income for yourself if, before age 55, total disability stops your earning power for 6 months or more.

This Retirement Income Plan is guaranteed by the Phoenix Mutual, a company with over half a billion dollars of insurance in force and a record of nearly a century of public service. If you want to retire some day, and are willing to lay aside a portion of your income every month, you can have freedom from money worries. You can have all the joys of recreation or travel at the time when every man wants them most.

The Plan is not

limited to men. Similar Plans are available to women. It is not limited to persons of 40. You may be older or younger. The income is not limited to \$150 a month. It can be more or less. And you can retire at any of the following ages that you wish: 55, 60, 65, or 70.

What does it cost? When we know your exact age, how much income you will need, and how soon it should begin, we shall be glad to tell you the cost. In the long run, the Plan will probably cost nothing, because, in most cases, every cent and more comes back to you at retirement age.

Send for Free Booklet

Write your date of birth in the coupon below and mail it today. You will receive, by mail and without charge, a copy of the 32-page illustrated booklet shown below. It tells about the Plan, how to qualify for it, how to use it. Send for your copy now. The coupon is for your convenience.

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Date of Birth _____

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HOW TO GET A GUARANTEED INCOME FOR LIFE

SPEAKING OF PICTURES

***... NAZI BOMBERS DID
THIS TO ROTTERDAM***

Just once so far in this war has the German Air Force set out to produce a model sample of what it could do to a city. The chosen city was Rotterdam, largest port on the continent of Europe, in which lived 600,000 Dutchmen. The idea was both to see what German bombers could do under ideal conditions and to terrorize the burghers of all Europe.

The results were so terrible that since then the Nazis have tried to conceal what they did to Rotterdam between 12 noon and 2:30 p. m. on May 14, 1940. The pictures on these pages were smuggled out of the Netherlands at the risk of death. Their source must be kept secret for the Nazi rulers of the Netherlands would exact a fearful revenge on the relatives and friends of the photographers.

The area the Nazis bombed covered about two and

a half square miles, the ancient heart of the city (Binnenstad), north of the Willem's Bridge and the nearby docks. It included the Great Church, the markets, the Town Hall, the Library, the Post Office, the Central Station, the great shopping center of Cool-singel and the main business offices. Since the German air fields were near by, they used few planes with small bombs, made repeated round trips. The planes were level bombers, usually without fighter escort. The chief moral of the bombing of Rotterdam was that four days after the Nazi invasion the Dutch had no air force—practically no anti-aircraft guns, no balloon barrage, nothing. A great and thriving modern city, Rotterdam just lay and took it for two and a half hours.

At the end of that time, some 20,000 buildings



were in ruins. The sewer pipes, the water mains, the canal machinery had been smashed. The falling wreckage had trapped great masses of citizens in their bomb shelters. Either they were drowned by the water or they were roasted alive by the fires set by incendiary bombs. The Germans estimated that only 300 Rotterdammers were killed. The Dutch knew that more than 25,000 were killed. For seven days they kept finding an average of 1,800 bodies a day, after the streets had been cleared of dead.

Of the pictures below, Nos. 1, 2 and 3 are all near the Oostplein, the great square near the Maas Station. Its famous windmill is visible in No. 1, the old armory in 2, the Hotel Weimar in 3. No. 4 is taken from the Coolingsel. The building at right was a leather-goods store with a cafe on the ground

floor. Nos. 5 and 6 show areas so thoroughly smashed as to be unrecognizable. No. 9 was once the swank Loos Restaurant. No. 10 was once the Post Office. No. 11 is near the Great Church and the Library. No. 12 is the famed Schiedamsche Dijk, the shore avenue near which is the old Boijmans

This was once a city. Though it had only one ten-story skyscraper, many of its buildings were up-to-date, reinforced concrete structures of perhaps five stories. When the Bijenkorf (Beehive) Department store crumbled, it buried and roasted alive all its salesgirls. A newspaper's heavy presses crashed into the basement, trapping most of its staff. The stink of embers, stagnant water and dead flesh hung over the city for a month. Dutch soldiers with rifles who had been obliged to stand helpless on the ground as

the planes came over were still crying weeks later.

The final horror was that destruction of Rotterdam was needless. The Dutch General, Winkelman, had already surrendered. The Germans told him that, if planes came over a red flare would signal the surrender to them. The planes came. Red flares went up. The planes bombed, came back to bomb again. When Winkelman published this fact, he was arrested and has since disappeared into Germany.

The terrible lesson of Rotterdam had the effect the Germans wanted. Since then no continental city has resisted the Germans. Paris and Brussels and Antwerp and Lille and Rouen and Cherbourg and Le Havre surrendered promptly. London still resists. And but for the grace of the Royal Air Force, these pictures might well be scenes in London today.





"I think they've spoiled me for life..."

GIRL: O-oo-h, Mother...! How I hate to get up! Visiting people like the Flemings always makes me envious. This heavenly bedroom... and these smooth *percale* sheets! Don't you wish we were rich enough to afford them?

MOTHER: We don't *have* to be rich... and we can afford them. I asked Mrs. Fleming about these sheets yesterday. They're Cannon Percales and they cost just about the same as heavy-duty muslin!

GIRL: Is THAT all? Why then... I...

MOTHER: Exactly. You can have a dozen for your trousseau. Now, get up or we'll be late for breakfast.

GIRL: A dozen percale sheets! Oh, Mother... this

is like a dream come true. Do they wear well?

MOTHER: I knew you'd turn practical the minute you'd dragged a proposal out of that boy. Yes, Mrs. Fleming says Cannon Percale Sheets wear for years. And they're so much *lighter* than muslin that she saves as much as \$3.25 a year for each bed in pound laundry rates.

GIRL: That means they'll save my back on wash-days. Why don't you get some for yourself, Mother?

MOTHER: Don't worry, dear... I will. I've got a husband who likes better things, too... if they don't cost too much. Now skedaddle out of that lovely bed before I come after you with a slipper!



"YOU DON'T HAVE TO BE RICH TO SLEEP ON CANNON PERCALE"

Cannon
PERCALE SHEETS

MADE BY THE MAKERS OF CANNON TOWELS **\$1.49**

Cannon Muslin Sheets are another superior value. They sell for about a dollar. Both Cannon Muslin and Percale Sheets are available in six lovely decorator colors... at slightly higher prices.

New! Cannon Hosiery now comes in the new **NYLON** as well as Silk. Ask for Cannon Stockings at your favorite store.

SPEAKING OF PICTURES
(continued)



The canals of Rotterdam were so filled with toppling buildings and sunken ships that they overflowed into the city. Rebuilding Rotterdam will probably take 15 years.



Flood waters stretched from curb to curb of the swank boulevard, Coolingsel. The trim modern brickwork of Rotterdam still stands on one corner of an apartment house.



The "Statendam," pride of the Holland-America Line, lies at dock in Rotterdam, one funnel gone, gutted by fire. But many Dutch ships escaped to English ports.



Your Florsheim Dealer says—

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EXCLUSIVE FLORSHEIM COLOR . . .

"SPARKLING BURGUNDY"

"Step up to my windows this month and see how
Florsheim takes you from Summer into Fall—
with a color that gives fine calfskin the warmth
and richness of old wine. Here's a style lift
—with quality that will never let you down."



A little lighter than Cordovan in color, a
little darker than cherry-red, Florsheim Spar-
kling Burgundy gives you a versatile "in-between" shade
that can be worn with any color of suit. In smooth calf-
skin for the French Toe wearer; in mellow Briar Calf
for the custom man. *Most Styles \$8.95 and \$10*

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**AND THIS WHOLE NEW
OUTFIT DIDN'T COST ME
A CENT!**



Here's How It Happened:



1. While shopping with Jane I saw the loveliest school outfit for Mary. But all the money I had was the \$60 we had saved for that new Vacuum Cleaner. Jane said, "Why not get a G-E Cleaner like mine, and you'll have enough money left over for Mary's outfit."



2. I wouldn't have believed it, but sure enough the G-E dealer showed me the finest cleaner I've ever seen. And I got a hand-cleaner with it for \$39.95—the regular price of the G-E floor cleaner alone. Was I proud to show Jim I had bought both new cleaners and Mary's new outfit with the \$60.

3. General Electric Fall Cleaner Special! Why pay a premium price for a Vacuum Cleaner? Spend a few minutes shopping in your G-E dealer's store and pocket the difference.

You can't buy a better cleaner than the G-E—in quality construction, ease of handling and cleaning ability! Right now your G-E dealer is offering a Fall special of both General Electric floor cleaner and hand-cleaner for only \$39.95. Drop in and see a demonstration.



Be sure to see the G-E "Air-Flo" Tank-Type Cleaner with complete attachments.

GENERAL ELECTRIC

FROM LIFE'S CORRESPONDENTS

France Under German Rule

This letter, one of the first uncensored eyewitness reports to reach the U. S. of life in German-occupied France, is by an American woman who must remain anonymous.—ED.

German-occupied France

On June 25 I set forth in my car to go to Nantes. All went well until I came to a large village packed with French and German soldiers. The French were prisoners. Suddenly a German soldier stopped my car. German soldiers threw packs and clothes into the car and two soldiers sat on my front mudguards. Two others climbed in with me. No one said anything. I hunted frantically for my American passport and handed it to the German who had stopped me. He shouted, "Americane, Am ricaine" and told the soldiers to take their things out of the car. In a few seconds everything was whisked out of the car, the Germans got out and I was free to go on.

Nantes was completely under Nazi control. They were in all the shops and restaurants. In the most expensive jewelry store there were German soldiers (not officers) buying watches and rings and expensive presents. In the best restaurant I counted 25 Germans and two French civilians. Except for mine, all the cars parked at the place were French cars that had been requisitioned by the Germans.

On the way home from Nantes I again passed the French soldiers. There were some 3,000 of them with 15 or 20 German guards. They were marching with the saddest faces I have ever seen. I do not mean that they were ill-treated, for I saw nothing of that. I do not wish to express an opinion about anything I tell you only things I have seen. I did see those 3,000 tired, dirty, hot, unhappy-looking Frenchmen being taken away by no more than 20 Germans and it was a sight that made a deep impression.

The following day I heard heavy steps in the hall. Suddenly before my unbelieving eyes a German soldier appeared in my salon. He had entered without knocking or ringing or calling. He said, "Soldats rei, soldats rei." I did not know whether he meant he wanted to bring German soldiers here or whether he was asking whether I had any French soldiers here, but in either case the answer was no and I showed him the door.

That evening my maid rushed in to say more Germans were riding through our park on their bicycles, so I ran out and asked them in German what they were doing. They said they were looking for escaped French soldiers. I assured them there were none on my grounds and I would like them to go away. I also told them I would like to talk to some of their officers. They said they would tell their officers but completed their tour of my grounds, looking everywhere for soldiers.

The following morning two German officers arrived. They were most polite, intelligent and understanding. They said they wanted the chateau for their soldiers. I refused as I really

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THE PRICE!**



**KOOL'S NOW
COST NO MORE
THAN OTHER
POPULAR BRANDS**

And you get valuable golden coupons with KOOL'S—America's finest mentholated cigarette.

FAMOUS FASHION MODELS WEAR

PLAY-MATES—Templing teamwork by Helen Harper in this downy soft, round yarn classic set. Note the new ribbon treatment and catchy cluster-button placement. The price is child's play. Slip on about \$2. Cardigan about \$3.

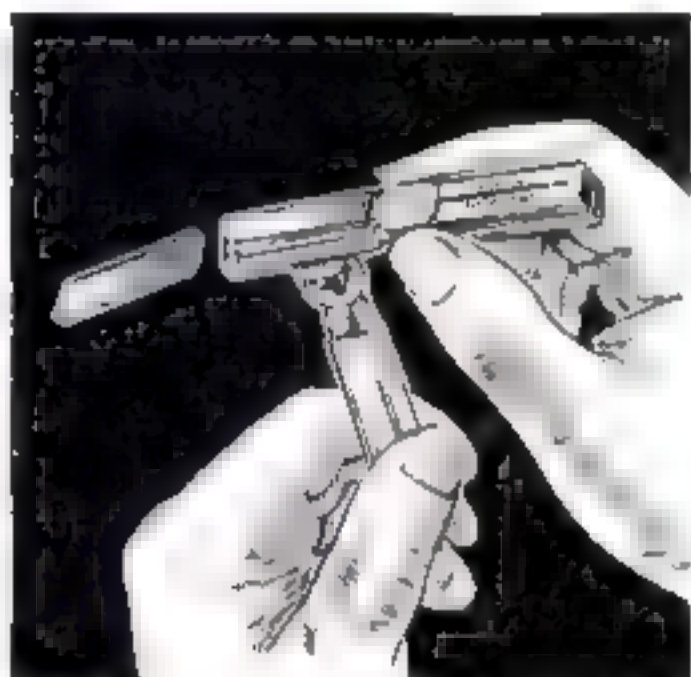


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YOUR SON GETS
AN "A" IN
SHAVING!**

If you want to help that son of yours make the grade in and out of the classroom, send him off to a flying start with a Schick Injector Razor. It's a razor young men take to because it's full of young ideas—up-to-date features that spell surpassing comfort, safety and speed. He'll find Schick Injector shaving so easy, so fast, that he'll never want to skip a single day's session with this razor.



He (and you) can change blades in 3 seconds flat with this razor! An easy pull and push on the Injector slide shoots out the old blade and inserts a new one automatically. No fumbling with wrappings, nothing to unscrew, reassemble.



Another feature that rates tops with millions of users is this razor's solid guide bar that controls the action of the skin in front of the blade edge, and "sets up" each whisker for a perfect stroke. Even the sharp blade corners are sheathed by metal guards that protect the face against nicks and cuts.

**You can treat that young man
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FOR ONLY \$1.00



—a trim, pigskin-grain case containing razor and cartridge of 12 double-thick Schick Blades. Razor carries a 20-year guarantee stamped in bottom of case.

**Schick
Injector Razor**

MAGAZINE REPEATING RAZOR CO.
Bridgeport, Connecticut
Niagara Falls, Ont., Canada

FROM LIFE'S CORRESPONDENTS

(continued)

did not think I had the right as an American to receive soldiers of any nationality and they agreed with me. As they were leaving I asked them whether they would please ask their soldiers not to come here as I am alone with my baby and only aged servants and one girl of 15 and if the men should drink too much they might do something regrettable. They agreed and said they would give orders to their men not to come here.

But the next evening I found two German soldiers sitting on my kitchen steps. They said they had come to talk French with my servants. I told them it was silly to come two miles to talk French when everyone in the village where they were living spoke nothing but French. "Didn't your officers tell you not to come here?" I asked. They said, "No," but they soon left.

I was left in comparative peace until one afternoon when I heard a commotion downstairs. My 70-year old servant and three German soldiers were arguing about our telephone. The Germans stood there, dripping all over my waxed floor, smoking. They had left the front door open and the wind and rain were pouring in. I told them to close the door, which they did, but rudely. They were most offensive. They told me they had had orders to take everyone's telephone. I said coldly: "You are not officers, I believe. You are just soldiers." I told them I preferred not to take orders from soldiers, that if they wanted anything in my chateau they could send an officer to tell me what was required. So they went away.

Then I went to the Kommandant in the village. I told him my story and demanded to know whether such occurrences were to be frequent. He assured me that there had been a mistake. The soldiers had received orders to take everyone's telephone except mine and they had not understood.

But the strain and the uncertainty continues. I never feel relaxed and the least sound makes me jump. The other day an alarm clock went off in the middle of the afternoon by mistake. It startled me so that I trembled all over and cried for half an hour. I tried to rest one afternoon as I do not sleep at all at night. I dreamed that while I was in my car I was stopped by the Germans who told me to get out and hand over the car. I awoke with a start, my heart thumping so I could hardly breathe. I was dripping with perspiration and shaking as though I had palsy.

I feel absolutely suffocated. No French citizen has the right to have a radio, a telephone, to send telegrams, to leave his town or village or city without written permission, or to move about in an automobile. No one can have gasoline except one baker and one butcher in each community. Even doctors have great difficulty getting permission to buy gasoline. After 7 p.m. everyone must be indoors. Houses must be completely darkened. That is 9 o'clock German time, as the Germans advanced all clocks two hours so as to have French time correspond with German time.



HERE'S DAGGER-TOOTHED TYRANNOSAURUS, who lived 60 million years ago. But even before that, Nature was mellowing and filtering the crude oils used today in refining Sinclair lubricants. These oldest crudes make such fine lubricants that .

...AIRLINERS IN THE U. S. FLY OVER 78,000 MILES DAILY ON SINCLAIR Pennsylvania Motor Oil, a distance equal to more than 3 times around the world. This is the same quality Sinclair Pennsylvania Motor Oil sold by your nearby Sinclair Dealer. Try Opaline or Sinclair Pennsylvania in your car. You'll find they last so long they save you money.



"Miss American Aviation" for 1940—Stewardess Margaret Mellon of Chicago & Southern Air Lines was awarded the title of this year's National Air Carnival.



Tune in "Musical Americana," N. E. C. Network, Coast-to-Coast, every Tuesday evening

LIFE'S PICTURES



"LIFE" photog Eliot Elisofon's picture is one of two on Gypsy Rose Lee's undressing room table . . ." wrote Walter Winchell in his column on July 1. One is of Michael Todd, Miss Lee's boss. The other is the portrait of Mr. Elisofon that you see above. Pressed for a statement, Elisofon said "The thing I most admire about Miss Lee is her art criticism."

Thirty-five of the pictures in this issue were taken by Eksofon: the cover, two in the Carol Bruce story (pp. 83-89), 19 in the story of the Fort Wayne Country Club (pp. 90-99) and 13 in the Canada essay (pp. 103-116). Although he started out with glamorous photography, his favorite subject is serious documentary work. He is a great admirer of the movie *Grapes of Wrath*, and hopes to make one like it some day.

The following list, page by page, shows the source from which each picture in this issue was gathered. Where a single page is indebted to several sources credit is recorded picture by picture (left to right, top to bottom), and line by line (lines separated by dashes) unless otherwise specified.

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18 ELIOT BOKK
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22 W M VANDERBILT
23 F E.
24 25—HOWARD WILD AND S. H. F
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134 GEN. FAT. BOT WITHMER STUDIO

ABBREVIATIONS: BOT, BOTTOM; CEN, CENTERED;
C, COPYRIGHT; LT, LEFT; RT, RIGHT; T, TOP;
A. P., ASSOCIATED PRESS; B. & B., BLACK STAR;
INT., INTERNATIONAL; P. L., PICTURES INC.;
W. W., WIDE WORLD

*"Drive dull
ears away!"*

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**You'd Never Dream
This Knife Costs
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SEE if you can tell the difference between this *good low priced* knife and those you have paid *more* money for! There *is* no difference in quality. Amazing new processes developed at Geneva Forge give you heat-hardened, drawn-tempered *stainless steel*—set in imported hardwood handles—at prices you can hardly believe. Paring knives are 10c-25c—bunchers and slicers of the same superb quality are 25c-50c.

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PARTIDGE
21 W. 40th, N.Y.C.

19



Just off the
Plane from
HAVANA



J. P. McEVoy, playwright, humorist and regular contributor to magazines—is known as a “chain cigar smoker” who carries his cigars in his pants pockets!



“BELIEVE IT OR NOT—I find carrying cigars in my trousers’ pocket keeps me from breaking them—” says J. P. McEvoy. Well—we don’t know. Maybe it works.



“HOW DO I WRITE?” Mr. McEvoy went on. “I dictate as I smoke and must have strained a million words through White Owl Cigars in the last ten years.”

J. P. McEvoy ENDORSES NEW WHITE OWLS’ HAVANA FLAVOR

OWL: Hi there—Mr. McEvoy! How did you find Havana?

J. P. McEVoy: I peered through a cloud of fragrant cigar smoke and there it was!

OWL: Did you go to get some new ideas?

J. P. McEVoy: No, I went to get rid of some old ones.

OWL: Not smoking, surely?

J. P. McEVoy: On the contrary, I expect to go right on smoking here—and hereafter.

OWL: Well, light up this new White Owl and tell us if it’s got real Havana flavor.

J. P. McEVoy: Sure enough! Milder than the Cuban all-Havana cigar—but definitely it has the real Havana flavor!

NOW BLENDED
WITH HAVANA!



Try a



J. P. McEVoy, *Saturday Evening Post* author, is back from an airplane jaunt to Havana. We interviewed him when he arrived in New York.

Mr. McEvoy’s friends will tell you he’s a veteran cigar smoker from way back. Because of his great fondness for Cuban cigars, he really knows the lux-

ury taste of real Havana tobacco.

When connoisseurs such as J. P. McEvoy approve the new Blended-with-Havana White Owl for its real Havana taste—you know this new cigar is a smoke to get excited about. Thousands have discovered the Havana flavor of the new White Owl... why don’t you?

NEW WHITE OWL—Today 5¢

New White Owls are made in U. S. A. only—see how at New York World’s Fair, 1940

Copyright © 1941 American Cigar Co. Inc.



GERMAN INCENDIARY BOMBS SET NIGHT FIRES IN LONDON, LIGHTING THE DOME OF ST. PAUL'S CATHEDRAL (RIGHT) AND OLD BAILEY (LEFT) WITH THEIR GLARE

GERMANS BOMB LONDON, BRITISH BOMB BERLIN AND THE WAR GOES INTO SECOND YEAR

The war was one year old on Sept. 1. Only England, of all the nations attacked in that year, was left to fight Germany. And England was standing Germany off in the air in a way that recalled the English archers of Crecy and the foot soldiers of Marlborough. The Germans were now bombing London and the British were now bombing Berlin.

The picture above shows the sky of London on the Saturday night of Aug. 24-25. On the extreme right is the dome of St. Paul's, on the left the dome of Old Bailey Criminal Court. The blaze in the distance was so intense that it blotted out the moon and even the anti-aircraft searchlights. Five hundred fire engines brought it under control before dawn. Among the buildings in the distance are the 16th Century church, St. Giles Cripplegate, whose northwest wall was damaged and stained-glass windows blown out. A statue of Milton was knocked over but not much damaged.

But the British were dishing it out as well as taking it. They claimed their bombers had hit hard at the German factories making Junkers, Focke-Wulf, Heinkel, Messerschmitt and Dornier planes. The Air Ministry map (right) on which raids over Germany and its conquests are marked was getting so crowded with flags that a special map of the Ruhr was being provided. (Notice at left of British bombings of western Europe that the officials have covered

the English part of the map showing German bombings of England.)

With all fingers crossed, cautious military experts were at last beginning to say that Britain seemed to be holding Germany in the air over England. The chief credit for this went to Britain's Prime Minister Churchill and Ministers Bevin (Labor) and Beaverbrook (Aircraft Production), who have practically rearmed Britain in the three months since Dunkerque. But the Battle of Britain was not yet over, could not yet be scored as won or lost.



BRITISH MARK MAP WITH GERMAN TARGETS BOMBED

German bombings had, in fact, faded off after the huge attack of Aug. 16. A week-long lull followed, broken by one bad day. Then on Saturday, Aug. 24, the great day-&-night attack that lit up St. Paul's (above) opened a solid week of attacks, whose scale was indicated by British claims of an average bag of 38 German planes a day.

Over and over the German bombers struck at London. They rarely got through to the heart of the city but they seemed to be concentrating on the areas to the west and northwest that supply London's water. The British, however, have already finished duplicate water-pumping stations at secret points.

The Londoners replied to the German bombs with a strangely carnival gaiety. Caught in theaters during raids, they put on amateur shows. The young necked so much during air raids that oldsters refused to use the shelters. The word for Messerschmitts became "Jitterschmitts." Kept awake all night by air-raid alarms, Londoners greeted each other next day with "Good yawning."

Good news was the appearance in the air over England of some excellent new U. S. types of planes, Brewster fighters called Buffaloes, Curtiss fighters, Martin 167W bombers and the Douglas bombers called Bostons. The British generally liked the American planes but felt they needed more guns.



GERMAN BOMBERS TRY TO BREAK CIVILIAN MORALE

The cruelest and perhaps most effective plan of the German bombers is to rattle, terrorize and keep awake the working population of Great Britain. With that in mind, a single German bomber flew over the little Welsh town shown on this page late at night and dropped nine small bombs. He succeeded in waking the entire population and killing five civilians, including the child at left. He brought the war to these Welshmen of the hills, but there was not a military objective in sight.

The Curtis family who lived in the one house destroyed did not own one of the Anderson steel shelters which have saved civilians from everything except a direct hit. Instead, the mother used her own body in vain trying to save her two small children.



Injured by German bomb, Margaret Curtis, 2, is about to die. When a lone German bomber came over, Margaret's mother tried covering her little daughter with her own body but

was herself killed instantly. Margaret's brother, 3-year-old Roy, survived with serious injuries. Also killed were Margaret's father and grandmother. House is shown below.

Neighbor boy in same Welsh town as Margaret Curtis (left) survives to sweep up the broken glass and slates. Notice bits of roof blown out but the taped windows still intact.



Front of Curtis house. Grandfather who was asleep on upper floor was unhurt, but one bomb got grandmother, father, mother and one child. Here a demolition squad goes to work to clear away the damaged part of the house next door before tearing down remains of Curtis home.



Rear of Curtis house shows where bomb entered cleanly through the roof. It apparently exploded only toward the front of the house, leaving the rear almost intact. Not even the glass in the greenhouse was smashed. Here an Air Raid Precautions officer jots down notes.



First American killed in action as an officer of the Royal Air Force is buried at Boxgrove, England, by his English comrades, wrapped in U. S. and British flags. He was Pilot William Meade Lindsley Fiske III, 29, son of a New York broker and captain of the U. S. bob-

sled team in the 1932 Olympics. He was married to the former Countess of Warwick. Pilot of a Hurricane fighter, he had shot down several German planes, was fatally wounded in an air battle on Aug. 16 but managed to bring his plane back to his base, after which he died.



The wreckage of German planes shot down over England makes this gigantic junk heap. There must be several hundred planes here, perhaps a week's bag for the R. A. F. British will

salvage metals. Last week Britain claimed that its fighter planes, anti-aircraft guns, rocket shells, "flaming onions," balloon barrages and gunners on the ground had brought down

GERMAN BOMBERS GO TO ENGLAND TO DIE

The most impressive picture yet produced by England is that printed above, showing the German Air Force in a new light. As this wealth of smashed Nazi planes accumulates in British dump heaps and German pilots decay in English prisons, Britons feel better and better. There are German scrap-metal depots like this scattered over England. But Englishmen do not forget that there are five times as many German planes left where these came from, still await the long-threatened knock-out assault by the whole German Air Force.

But these German planes exacted a price in lives and wealth from England, some of which is shown here. Not only factories and airfields and docks and ships and gun positions and oil tanks have been bombed, but also properties of the little people of England. Amazingly these people boast to one another of how hard they have been hit, take their losses gallantly. Poor Englishmen seem proud of the individual disasters inflicted on them by this war. One reason may be that the British Government is trying to make good the war losses of civilians.



Re-roofing of house begins the morning after bombing. Explosions seem to blow off tiles easily but often fail to crack windows, as in this house.



a group of more than 1,000 German planes, including 1,000 in August. Biggest day was Aug. 15 when British claimed 180 German planes.



Corporal Youlton of the Royal Air Force is given leave to help his wife and daughter (see right) clean up his bombed home near Croydon Airport.



Before and after bombing of Youlton's garden near Croydon Airport is shown in these pictures. The one above of Doreen was taken last May. The one below was taken by

LIFE's photographer just after Aug. 15 bombing. Strips are stripes, missing flowers, flower bed demolished. And Doreen's little black dog was scared off by noise, hasn't been found yet.



LIFE ON THE NEWSFRONTS OF THE WORLD

Senate votes Conscription; Byrd smokes out some plane figures; Hungary gets a plum



CONNALLY

In the U. S. Senate's 20th day of debate about Conscription, Tom Connally of Texas got up and said he had some figures on voluntary enlistment. North Carolina, he said, had the highest rate of any State—one volunteer for every 10,000 males of enlistment age. Next came Kentucky, then most of the other Southern States.

Far down the list was Montana with a rate of .0014 per 10,000. Where, roared Connally, turning to Anti-Conscriptionist Burton Wheeler, would the U. S. be if it relied on volunteers from Montana? Then came Gerald Nye's North Dakota, then Robert Taft's Ohio. Finally, as his glasses slipped almost off his nose, Connally reached the bottom of his list. In Michigan, said Connally, the rate of volunteering was "decimal point, aught (pause), aught (pause), aught (pause), aught (long pause) eight. Lowest in the Union," roared Tom Connally at Arthur Vandenberg, slumped silently in his seat.

The little band of Anti-Conscriptionists were talked out. "We put up as good a fight as we knew how," said Wheeler, their chief. Later that day the Burke-Wadsworth bill passed the Senate by vote of 58-31, and went to the House for a probable vote this week. Senator Tydings spoke for most of his colleagues when he said: "I'd rather have it and not need it than need it and not have it."

The bill itself came out of the Senate almost exactly as it went in. All men between 21 and 31—about 12,000,000—are required to register, probably 14 days after final enactment. Very few exemptions are granted and deferments are left to the Army. Though marriage bureaus all over the country have been doing a wholesale business for several weeks, there is no assurance that some married men may not be drafted. After granting all deferments, the Army expects to have 4,500,000 men from whom to pick about 400,000 by lot. They will serve for one year unless the U. S. goes to war or Congress decides that the national interest is imperiled.

The Senate added three important amendments. One provides that the conscript soldiers may not be sent beyond the borders of the Western Hemisphere and U. S. territorial possessions. Another puts a 7% or 8% profit limitation on all materials produced for the Government. The third, and most controversial, empowers the President to take over any industrial plant if necessary for production of defense materials.

The Overton-Russell "Industrial Conscription" amendment passed the Senate with a larger vote



WILLKIE AND REPORTERS AT RUSHVILLE

than the bill as a whole got (69-16) but stirred up a hot debate outside. From Rushville, Ind., where he has been sitting on the grass with reporters and neglecting his campaign, Wendell Willkie declared it would "socialize and sovietize" industry, called on the President to state his position. This Mr. Roosevelt declined to do. Fact is that the Government had the power to take over industrial plants in the last war but used it only as a threat to bring businesses into line. Whether it might be used to "sovietize" industry this time may well depend on who administers it.

Aliens Register. In Los Angeles, French Movie Star Simone Simon took out her first citizenship papers, observed the occasion by kissing the U. S. flag. Mean-



SIMON

while in all big cities the Immigration Service began the long job of registering all aliens in the U. S. Never counted before, U. S. aliens probably number about 3,600,000, include over a million who entered illegally. Last week these people found themselves on a spot, threatened with possible deportation if they registered, with jail if they did not. In New York City, Mayor LaGuardia registered himself and staff, urged other citizens to register so that aliens would not feel bad. On the first day 121 citizens obliged.

How Many Planes? Hardest question in the U. S. to answer this summer and perhaps the most important is how the national defense effort is actually getting on. Last week, thanks to Virginia's Senator Harry F. Byrd, some light was shed on the crucial item of airplane production.



BYRD

Senator Byrd led off by charging that in the 100 days since President Roosevelt announced his goal of 50,000 planes, the Army and Navy had, in fact, ordered only 343 combat planes, none of them to be delivered this year. Stung by this charge, the President and Defense Board admitted that Byrd had his facts right but called his implication "dead wrong." The Army and Navy have 6,361 planes "on contract," 3,054 on order under "letters of intention." Of those on contract, however, more than half (3,472) are training planes.

At present, according to William S. Knudsen, U. S. factories are turning out military planes at the rate of 10,000 a year. But more than 80% of the planes are going to England. During the first six months of 1940, the Army and Navy got about 500 new planes, of which all but 120 were trainers. Meanwhile they released 200 of their old combat planes to the Allies, thus ended up the period with 80 less combat planes than they had to start with.

Fifth Term. While Senator Hiram Johnson was campaigning for re-election in California, President



JOHNSON

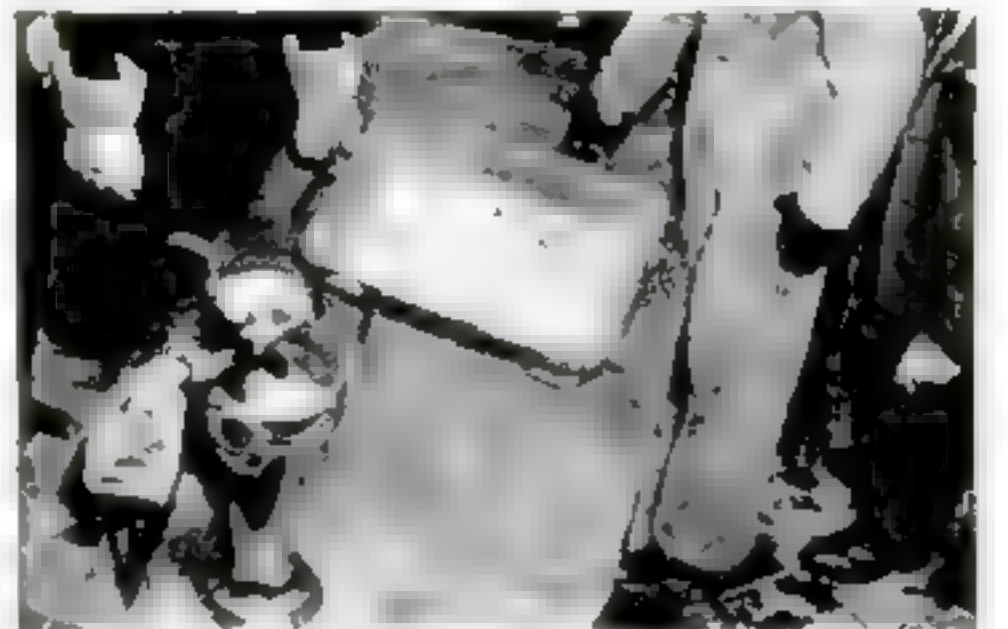
Roosevelt let fly at him as "no longer a liberal." Insurgent, Isolationist Hiram Johnson ran on three tickets—Republican, Democratic, Progressive. Last week he was nominated for his fifth term—on all three. For once in his long, independent career Johnson was clasped to the bosom of the Republican High Command, as delighted National Chairman Joe Martin announced that another Roosevelt purge had failed.

Hungary's Plum. Hungarians love a grudge. For 20 years they have gone around repeating the words "Nem! Nem! Soha!" writing them on walls, flying them on flags, planting them in flower designs. The motto meant that "No! No! Never!" would Hungarians accept the loss of the province of Transylvania to Rumania. Last week these bitter patriots finally had their way. At Vienna the foreign ministers of Germany and Italy, von Ribbentrop and Ciano, dictated a "final settlement" which gave to Admiral Horthy's Hungary more than half of Transylvania, cut Rumania down to its pre-1918 crescent shape.

Hungary's gain was tempered by the fact that she got it as a plum awarded by a master to a favored vassal. Rumania's loss was tempered by the fact that Germany now regards her dismemberment as complete and guarantees her present borders, including the Russian, where fighting broke out last week.



On Aug. 27 the body of Leon Trotsky was cremated at the Panteon Moderno cemetery in Mexico City. This murdered revolutionary's heart and brain had already been removed. He was fully clothed except for shoes. Witnesses included a few Trotsky intimates and the photographer who took the picture on opposite page. The body had been rolled into the firebrick retort or "oven" on a steel cart. Just then the doors of the oven jammed, revealing the fire curling around Trotsky. A few minutes later the oven doors closed and cremation proceeded for an hour and 40 minutes. There were no prayers, no ritual. Only a bell tolled mournfully. At the end Trotsky's ashes, weighing about 6 lb., were scooped out of the retort, placed in a pan and some into a silver-plated urn that resembled a loving cup. The urn, which bore a crepe sash, was inscribed: "Leon Trotsky."



TROTSKY'S BONES AND ASHES WITH URN



Leonid Brezhnev's body is reduced to

ashes by cremation in Mexico City

PRODUCTION CHIEF KNUDSEN AND AIR CHIEF ARNOLD MAKE FLYING TRIP THROUGH

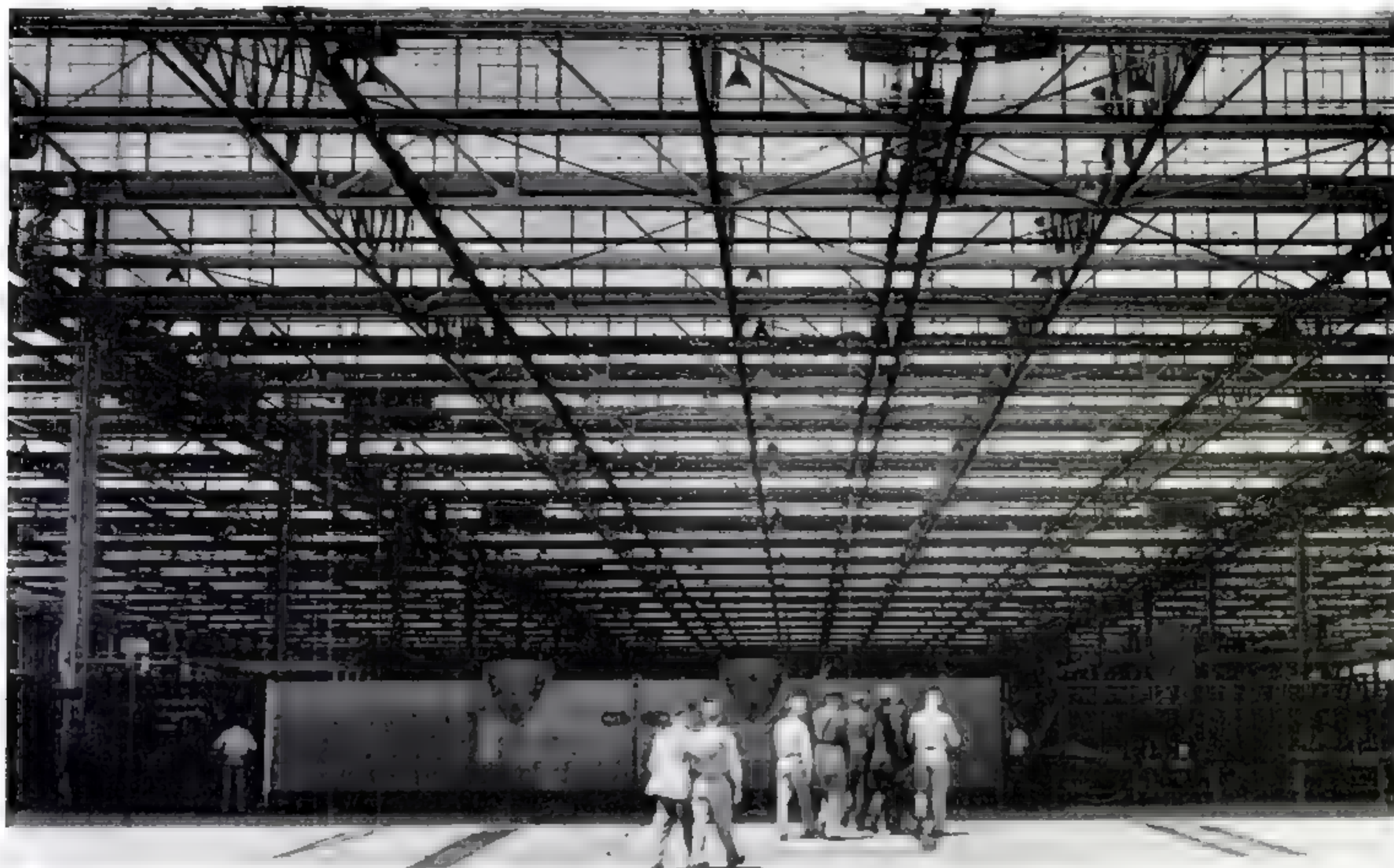


↑ In an Army transport William S. Knudsen, chairman of the Defense Commission, and Major General Henry H. Arnold, Chief of Army Air Corps, zoomed last week through the booming aircraft plants in the West. By spring, Mr. Knudsen predicted, things will be going so fast he'll have to begin worrying about the secondhand market.

Near San Francisco Mr. Knudsen witnessed Army bombing practice, saw big Douglas B-18A's accurately drop 120 bombs on water targets in San Pablo Bay (note splashes upper left). He is accompanied by Colonel Ray A. Dunn. Earlier Mr. Knudsen and General Arnold watched a review of fighting craft at Hamilton Field. ↓



WEST COAST AIRCRAFT PLANTS, PREDICT U. S. WILL HAVE 5,500 PLANES BY APRIL



↑ **In San Diego** they marched through vast hangars of Consolidated Aircraft Corp., where they inspected bombers and seaplanes. Here they pass a huge wing section with mountings for engine nacelles. Backlog of orders now exceeds \$120,000,000. By April, General Arnold said, the Army would have 5,500 first-line fighting planes.

↓ **In Burbank** they examined Lockheed's slim trim P-38 interceptor, described by General Arnold as "the world's fastest." Releasing the P-38's performance figures for the first time, General Arnold announced it could fly 500 m. p. h., cruise 1,100 miles, climb 4,000 ft. a minute. The Army's largest combat ship order is for P-38's.



"AMERICAN LEGION" DOCKS WITH ROYAL AND PLEBEIAN REFUGEES



In Petsamo roadstead the 13,738-ton *American Legion* rode at anchor on Aug. 16 as war-refugee passen-

gers boarded her by tender. Five miles beyond the Finnish hills in background is new Soviet frontier.

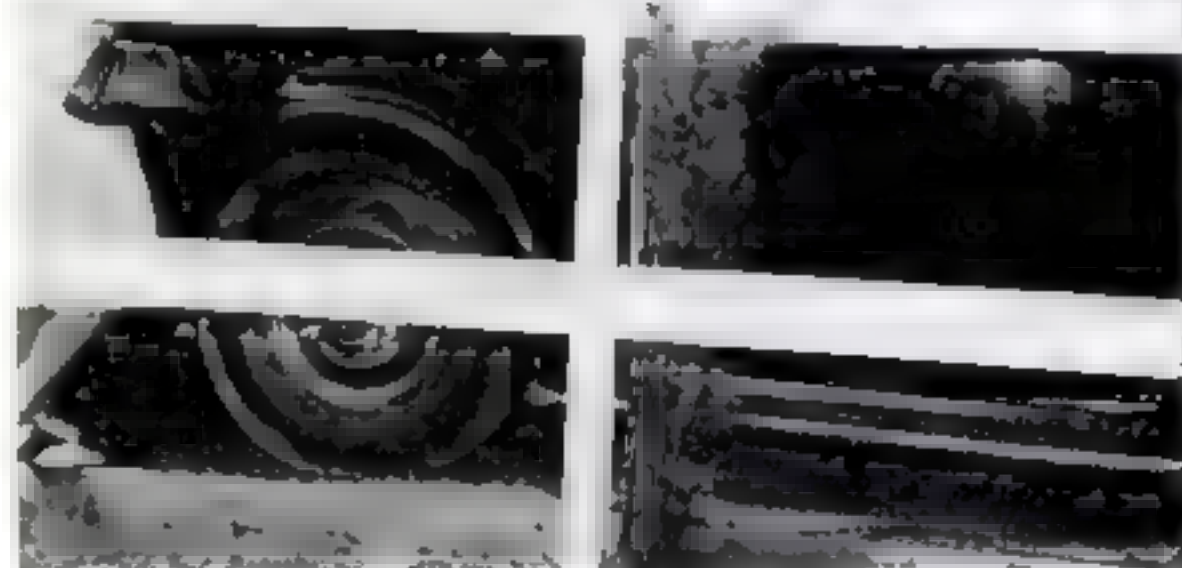


A British plane patrolling the seas to the north of Scotland passed low over the *American Legion*. The

pilot could be seen waving "hello" and he dipped the wings of his big four-motored plane in salute.

Last week the war-tossed U. S. Army transport *American Legion* tied up safe and snug at a Brooklyn pier after a jittery twelve-day voyage from Petsamo, Finland. Aboard was a grab bag of 870 war refugees, mostly Americans. There was Crown Princess Martha of Norway and her children coming to the U. S. as guests of the President. There was Mrs. "Daisy" Harriman, U. S. Minister to Norway, five Lithuanian girls in native costume, four shapely vaudeville skaters, several Latin-American diplomats and one Finnish girl stowaway.

The ship was crammed. People slept on cots in the holds and in the brig. The ship had slithered through a 15-mile-long Russian mine field off Petsamo when Berlin warned the *Legion* to shift her course to avoid German mines off Scotland. Undaunted, Captain B. E. Topping stuck to his course, set by the U. S. State Department, and slipped his ship past the mine fields in a 45-m. p. h. gale. The Nazi radio also beat a gruesome propaganda tattoo that the *Legion's* passengers were starving. That night the "starving" passengers had purée of peas, roast-beef hash, eggs, salad, stewed fruit, cheese and real coffee for dinner.



With President and Mrs. Roosevelt, Crown Princess Martha and two Princesses saw Dutchess County Fair Aug. 29. They are Hyde Park guests.



Crown Princess Martha of Norway and little Prince Harald, 3, arrived at Petsamo with the Finnish colonel (in uniform) who was credited with having killed 40 Russians during war.

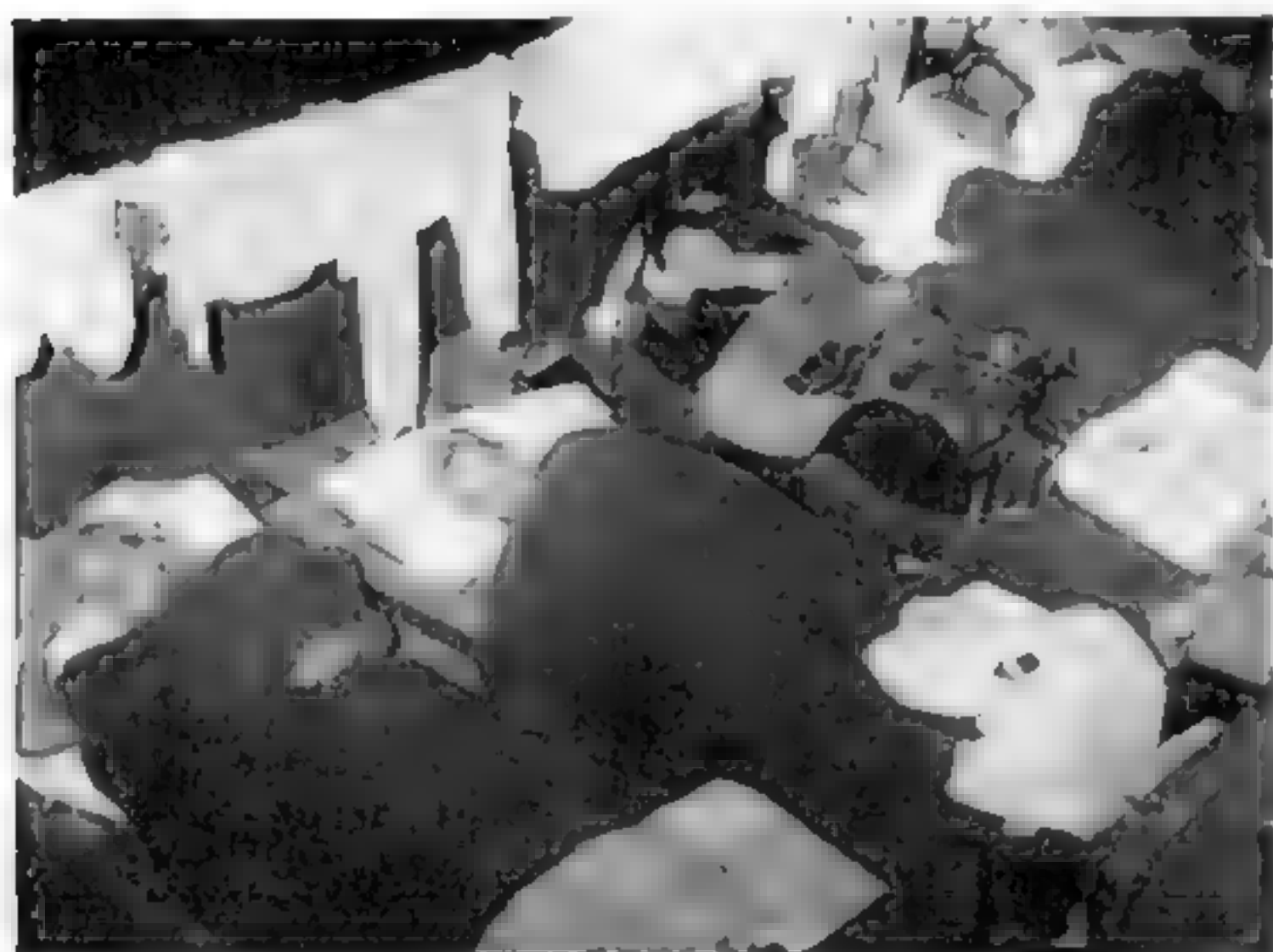


The royal suite wore lifebelts like everyone else while ship was in Nazi mine fields. Left to right they are: a maid, Crown Princess Martha, the butler, Princess Ragnhild, a governess.



Mrs. Daisy Harriman, brave 70-year-old U. S. Minister to Norway, chatted with Captain Tønning on deck during the difficult trip. She had Viking, a Norwegian elkhound and Bart,

an English cocker spaniel, with her. She played bridge every night. The youngster (right) who tired of having his picture taken and grimaced instead is a Danish-American refugee.



Women passengers slept on cots in the hold. The two blonde American girls belong to a roller-skating team which performed before Hitler in Germany and was later marooned in Norway.



Passengers ate in three sittings, passed most of the food themselves as there were only 17 waiters. Diplomats on board ate in a separate dining room, Norwegian royalty ate alone.



Senator Theodore G. Bilbo goes to work on an audience in Carthage, Miss., a few days before the Democratic primaries. His opponent, former Governor Hugh White, was a one-time Bilbo protégé. Belloped Bilbo: "Hugh White's my baby. Instead of voting for baby, why not vote for the adult?" They took his advice, returned Bilbo to Senate by a majority of 28,000.



Governor A. Harry Moore of New Jersey, who is fond of drum music, tosses off a cadenza on a personal percussion unit in his summer mansion at Sea Girt. He is not dumayed by the fact that 100,000 people are standing outside, cheering Charles Edison, Jerseyboss Frank Hague's choice as Moore's successor. Unable to succeed himself, he is rumored slated for a judgeship.



Henry A. Wallace chuckles at an Iowa farmer who came to boost his candidacy at the notification ceremonies in Des Moines. At left is Edward J. Flynn, new chairman of the Democratic National Committee. In his speech Mr. Wal-

lace devoted few words to his own specialty—the farm. Instead he launched into a discussion of national defense and world affairs. Themes: the Republican Party is the Party of appeasement, Roosevelt defeat would be a victory for Hitler.

LOCAL POLITICIANS HOLD FORTH AS BIG SHOTS LOAF

The first movement of America's 1940 campaign symphony was over last week, and from different parts of the orchestra a few local voices began to be heard. In Hyde Park, No. 1 Soloist Roosevelt bided his time, listened to the remote brassy of Congress and rehearsed the score of two "non-political" Labor Day addresses. In Indiana, No. 2 Soloist Willkie poked about his farms, extemporized a daily measure for the press but did little to develop his own motif. Amid this lull second stringers had their chance.

Biggest noise of the week surged from Salem, Ore., where Senator Charles L. McNary, Republican candidate for Vice President, delivered his acceptance speech before 15,000 vastly vocal, loudly loyal Oregonians who knew very little of Wendell Willkie but had long loved "Charlie Mac." Two nights later his opponent Henry A. Wallace accepted the Democratic nomination before 7,000 Iowans in Des Moines.

Elsewhere national problems were drowned—as often happens in U. S. politics—in a din of local rows and local personalities. In New Jersey, 100,000 Democrats attended a seashore rally where their boss, Frank Hague, and popular Governor A. Harry Moore beat the big political drum. In Georgia a minor candidate toured the State with a ventriloquist's dummy and in Mississippi Senator Theodore ("The Man") Bilbo filled the piny woods with a tumult of Bilbonic oratory.

All this was a good healthy sign for the country. It demonstrated that the people, despite a national crisis and a forthcoming Presidential election, still had a brief interest in local politics. And local politics is the backbone of U. S. democracy in action.



James Cromwell, Democratic candidate for Senator in New Jersey, donates his autograph to admirers among the throngs transported to Sea Fort for a clam bake and rally by Boss Frank Hague. Mr. Hague arranged for food and special trains but warned his followers not to desert creators for surf bathing. Before day ended, however, a good many had disappeared to the beach.



Pat Avery, candidate for Georgia State Treasurer, appeals to voters by touring with a dummy dressed to represent his opponent, George Hamilton. A phonograph record, made by Avery, mimics Hamilton's voice. After record has been played, Avery demolishes "George's" arguments. This gag will probably win Avery more laughs than votes in Sept. 11 primary.



Senator Charles L. McNary responds to cheers of the crowd at end of his acceptance speech in Fair Grounds at Salem, Ore. Behind him are "mountain ranges" that had been erected for a pageant during June, redecorated for the notification ceremonies. Note that emblem attached to speaker's stand bears only McNary's name. Campaign placards simply read "Elect McNary."

There was little mention of Willkie. In his speech, however, Mr. McNary gracefully lauded his running mate as "able, magnetic and forceful." But he differed with him in attacking reciprocal trade treaties which Mr. Willkie favors, and in defending the Administration's hydro-electric power program, which was the issue that carried Willkie to prominence as a New Deal foe.

THE 1940 SUMMER SEASON MARKS END OF AN ERA OF BATHING-SUIT EVOLUTION

Labor Day brought to conclusion a summer season that had been notable for the sharpest curtailment of bathing-suit acreage since the passing of the long black stocking. The trend toward exfoliation—which began two decades ago, flourished in Florida resorts and finally touched the conservative sands of North Atlantic beaches—reached its peak this summer of 1940. It probably can evolve no further. This year's bathing suits fell into two main cate-

gories: 1) those that exposed the brisket and clavicle and 2) those that aired the abdomen and middle dorsal zones. The chief virtue of the strapless suit is that it insures an even tan, desirable in an evening gown of similar design. Less spectacular, the two-piece open-midriff suit permits greater freedom of action with greater security. Here you see specimens of both types, together with a few variations that may forecast the bathing suits of 1941.

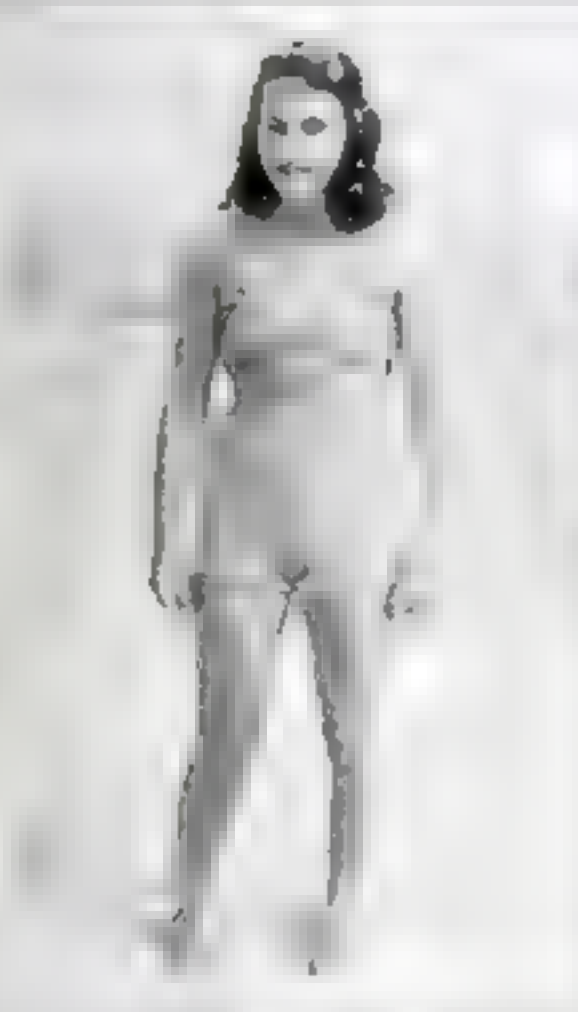
THE STRAPLESS SUIT

An engineering marvel that invariably awakens wonder in the mind of questioning man, the strapless bathing suit is held aloft by molding, elasticized fabric and controlled respiration. Most suits of this type, however, actually have hidden straps which can be slipped up in the water or in moments of stress. Ladies in this group are Mrs. William Robertson of Baltimore, Miss Ann Hare of New York, Mrs. A. D. Spier of New York and Miss Hope Carroll of Hewlett Bay Park, Long Island.



THE OPEN MIDRIFF SUIT

Total footage of two-piece bra-and-skivvies combinations shown here is no greater than that of strapless types, perhaps even a little less. But it is incontrovertibly safer for it permits wearer to hop, skip and turn hand-springs without dread of divestment. Wearers here are Miss Nina Root of Beverly, Mass., Miss Dorothy Edwards of West Roxbury, Mass., Miss Josephine Ford of Grosse Pointe, Mich., granddaughter of Henry Ford, Miss Mathefay McNab of Great Neck, N.Y.



VARIATIONS

Combining the principles above, a few 1940 suits seemed prophetic of things to come. At left: Miss Anna O'Donnell of Searsville, N.Y., and Miss Jeanne Murray of Brooklyn tread carefully in hybrid-type strapless, two-piece suits which probably mark the end of an era. Next year's suits may turn to odd fabrics, such as that worn by Mrs. Paul Garrett of New York (third from left) or revert to free classical folds, like model worn by Miss Eleanor McAuliffe of Forest Hills, L.I.



NOW a Full Line OF CAB-OVER-ENGINE INTERNATIONALS!



Here's the New Model D-400

You've always wanted an *in-between* capacity, real cab-over-engine truck.

Well, here it is—International's brand-new D-400—styled to the minute, incorporating ideas from both smaller and bigger models in the line, to make the *best all-around traffic-type job on the street*.

Like all c.o.e. Internationals, the D-400 keeps its perfectly insulated engine *under the seat*—a practical International feature recognized by all owners. The engine is completely accessible and readily serviced. Load distribution is the ideal $\frac{1}{3}$ - $\frac{2}{3}$, balanced on front and rear axles and all four wheels.

The driver of this handsome truck gets all the breaks that make for efficient, safe operation. The cab provides wide visibility, perfect

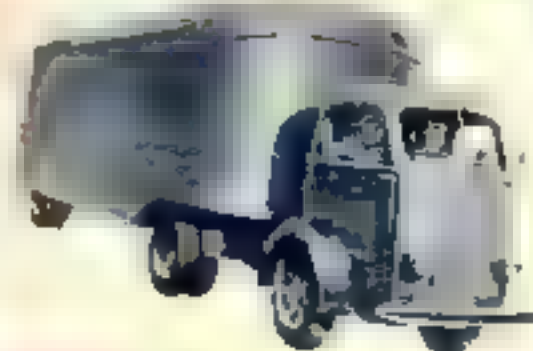
ventilation, nicely placed controls, and a comfortable adjustable seat. Brakes are hydraulic. Behind the driver is *maximum-load space and short-wheelbase maneuverability*.

Yes sir, cab-over-engine design solves the "tight-hauling" problem... And now you can go *completely INTERNATIONAL* in c.o.e. models. This new D-400 fits in the broad middle range between the very popular D-300 (13,200 lb. g. v. w.) and the beautiful heavy-duty D-500 and DR-700 (18,800 lb. and 26,900 lb. g. v. w.). Tell the International dealer or branch you want to "*see and drive the new Model D-400!*" And write for catalog.

INTERNATIONAL HARVESTER COMPANY
180 North Michigan Avenue Chicago, Illinois

SURPRISING UTILITY!

The International D-400 is perfectly adaptable to **MANY** body and load variations. Four are shown here. Gross weight rating is 16,200 lb. And you can have the 2-speed axle D-400, with its extra-high ratio for economical speed and its extra low ratio for economical power.



Rely on International **ALL TRUCK** Trucks. In addition to the cab-over-engine sizes, the line includes standard chassis from 7-ton light delivery trucks to big 6-wheelers.

INTERNATIONAL TRUCKS

Who killed this bottle of Paul Jones?



1. "I helped," said the Chairman of the Greens Committee. "You see, Paul Jones whiskey has an unusual *dry tang*, the kind you find in fine champagnes. I admit—I took a spot."

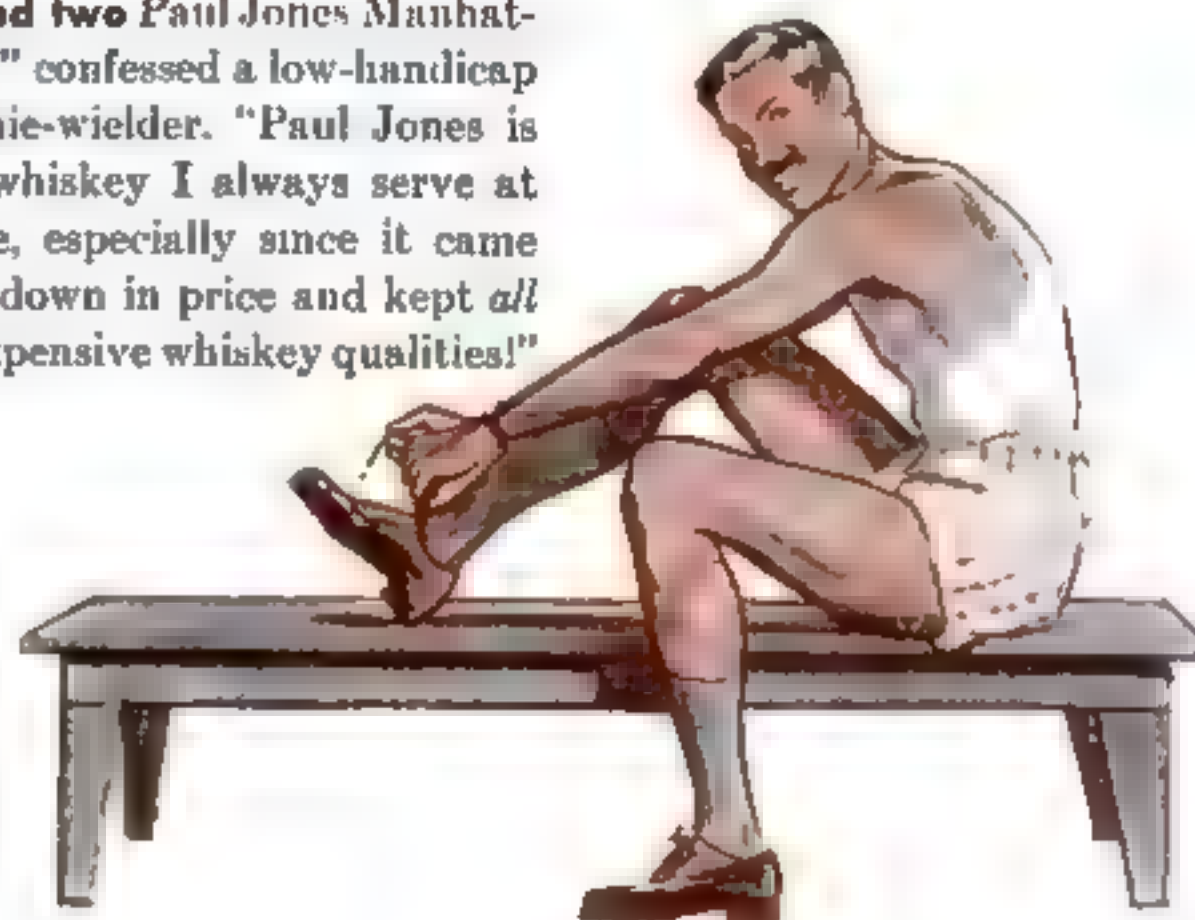


2. "I'm an accomplice," said the club champ. "I like Paul Jones better than any other whiskey—because it's not sweet and it's all whiskey, every drop. Yes, I had a drink and I bought two for a friend."



3. "Boy, am I guilty!" said the club duffer. "I had to buy drinks for the foursome! Naturally I picked that fine, full-bodied Paul Jones!"

4. "I had two Paul Jones Manhattans," confessed a low-handicap mashie-wielder. "Paul Jones is the whiskey I always serve at home, especially since it came way down in price and kept *all* its expensive whiskey qualities!"

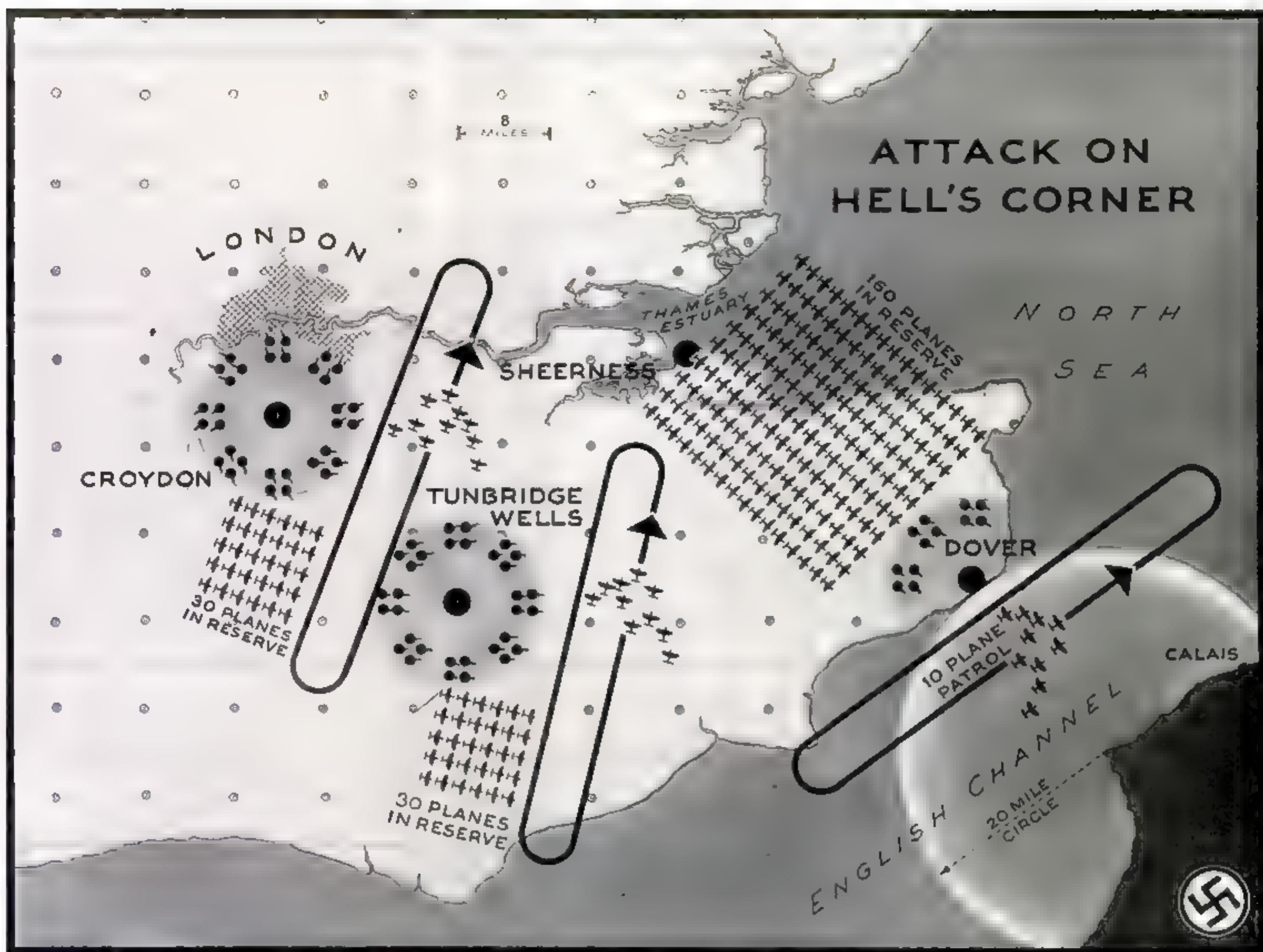


TODAY TRY

Paul Jones
"IT'S DRY . . . AND WHAT A BUY!"

A GENTLEMAN'S WHISKEY SINCE 1865

A blend of straight whiskies—90 proof
Frankfort Distilleries, Inc., Louisville & Baltimore



"Hell's Corner" is the southeast section of England around Dover, where most attacks come over. This diagram shows

British air defense in terms of three sample objectives. Area shown has many other bases, including a great ring around

London. Large concentrations of planes like that at Dover are distributed among several fields to make poorer targets.

TACTICS IN THE AIR WAR

by MAJOR GEORGE FIELDING ELIOT

With every week of combat in the Battle of Britain, both sides are learning new lessons, devising new tactics in the science of mass air war. The diagram above shows one British strategy of defense as it has evolved under attack. In this southeast corner of England, air defense is a matter of minutes and seconds. The whole section is marked off in 8-mile squares, with a listening post in each square.

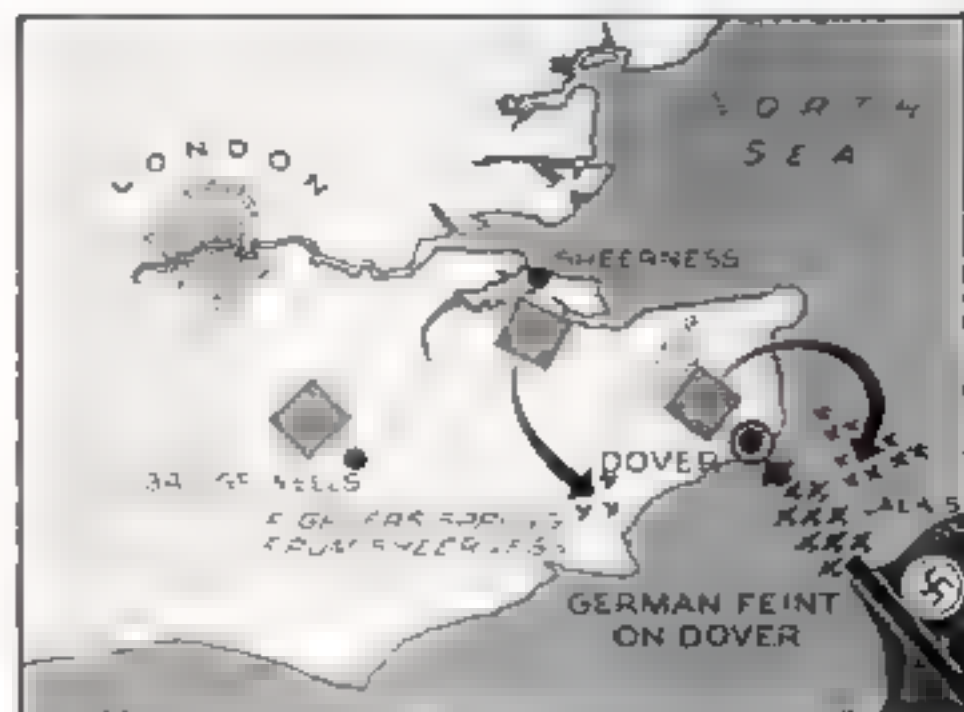
A German air fleet leaving the coast of France takes only six minutes to reach the English coast. Since it takes a fighting plane about ten minutes to reach 10,000 ft., planes on "ground alert" are not suf-

ficient. When the heavy attacks began, the R. A. F. instituted a plan of constant "air alert" over important objectives, each with its ring of anti-aircraft guns. A squadron of planes circles back and forth, ready for instant action. For simplicity the diagram shows only three objectives. Tunbridge Wells and Croydon each have ten planes on air alert with 30 more on the ground. Dover, on the coast, keeps ten planes on a long patrol and has 100 on the ground.

To disrupt the British defense, the Germans often make feints at several objectives before delivering the main assault, as shown in diagrams below.



1 To draw off British planes, Germans begin by sending in a small raid at Tunbridge Wells. This engages the Tunbridge Wells planes, draws some down from Sheerness.



2 Next a small raid comes in over Dover, engaging the Dover planes and drawing more from Sheerness. If the British are taken in, this leaves Sheerness poorly defended.



3 The main assault is delivered at Sheerness. Defending planes must be brought from other bases. British strategy is not to be fooled by feints, keep plenty of reserves.

The Greyhound's stride carries a lesson in smooth mixing



11 1/4" x 8" full color reproduction, without advertising, sent for 10¢. Write Box B.J., address below

Q. Why does the greyhound run so fast and so smoothly?

A. He's been developed that way—for centuries.

Q. Why does Fleischmann's—the first American gin—mix so smoothly?

A. It's been developed that way—since 1870. Every kernel of grain used in its distilling is selected for the purpose.

Q. Is that why Fleischmann's is called a pedigreed gin?

A. Yes—and you can speedily prove it—by trying Fleischmann's!



Would you like a reputation for prize-winning drinks? See your dealer for "The Mixer's Manual" or write Box B.J., The Fleischmann Distilling Corp., Peekskill, N. Y.



Fleischmann's Gin

A PEDIGREED GIN FOR PRIZE-WINNING DRINKS

Distilled from American Grain. 90 Proof.

Copyright 1940, The Fleischmann Distilling Corporation, Peekskill, New York

Air war tactics (continued)

Air warfare of today has come a long way from the "knight-of-the-air" concept of 1915-16. The qualities demanded of modern air commanders are of a very high order, particularly in the field of quick and accurate decision. But now it is a matter of teamwork instead of individual aces. The modern air force, with all its problems of organization, service and supply, its multiple weapons and diverse tactics, is as complicated as any army. But in the air force everything is raised to a split-second basis. The two most advanced examples of air force organization are presented by Britain and Germany.

The German Air Force is organized primarily for offense. It is divided into five air fleets, each capable of independent action against the same or different foes. Each air fleet includes two divisions, reinforced by two fighter wings and a reconnaissance wing; each division includes three bombardment wings, a fighter group and a reconnaissance group. Thus each division can carry out any normal offensive mission, and can be reinforced with additional fighters if need be. At the same time there are always fighters available to the fleet commander without breaking up the organization of one of his divisions. The total strength of an air fleet is 1,600-1,700 planes, of which approximately 1,000, almost equally divided between bombers and fighters, are normally available for operation at one time. There is a special fighter force of 800 planes for defense of the western industrial region. All anti-aircraft artillery and the anti-aircraft listening service form part of the Air Force.

The British Air Force is organized primarily to defend the island of Britain, secondarily to defend the outposts and communications of the Empire. All fighters are under one Fighter Command, divided into groups allocated to particular districts. The anti-aircraft artillery of the Army is under the Fighter Command for operations purposes, as is the Balloon Barrage Group. Thus the Fighter Command headquarters can co-ordinate the whole air defense of the island. The offensive arm of the R. A. F. is the Bomber Command. Fighters may be specially assigned to it as escorts for day raids, but most of its raiding is done at night, when escort is unnecessary.

Methods of Attack. Day-bombing operations against defended positions usually require a fighter escort, otherwise losses are apt to be heavy. The average bomber has a longer radius of action than the average fighter. Hence day-bombing raids are most feasible over shorter distances (as with the Germans against England) while night bombing raids are feasible over long distances (as with the British against Germany). The great principle controlling all bombing on a large scale is continuity of effort. To get decisive results the raids must be continued over a long period, like an artillery bombardment. In accord with this principle the Germans place their reliance on mass daylight raids, taking heavy losses in order to achieve the maximum effect. To get the numbers necessary for such raids, they have cut corners both in the quality of the machines and in the training of pilots.

In their operations against England, the Germans have alternated between a policy of scattered raids and mass raids. The first mass raids were conducted by a division or more, reinforced by a fighter wing—approximately 500 planes, of which slightly more than half were bombers.

The British, having far fewer but better bombers, rely on night raids by small flights of planes. Night bombing, to be effective, requires highly trained personnel, which the British have.

Defensive Tactics. Against the attacker's advantage of surprise, the defender has advantages of his own. He has the support of his anti-aircraft, balloon barrages and listening service. His proportionate casualties of flying personnel will be far less since the men who bail out with parachutes over friendly territory will live to fly again, while the attacker's pilots who bail out become prisoners. The defender always knows what the weather is, while on long-range flights the attacker may run into unexpected turns of weather. Generally, bad weather favors the defense, a boon to Britain when the autumn fogs set in.

In the first German mass air attacks, the British shot down about 15% of the German planes on each raid, an extremely good score. Of these, about one-third were downed before they ever reached their target, another third over the target and another third on the way back. Anti-aircraft guns have accounted for about one-tenth of the German planes shot down in this war. Besides this they have kept the German bombers high, thus reducing their bombing accuracy.

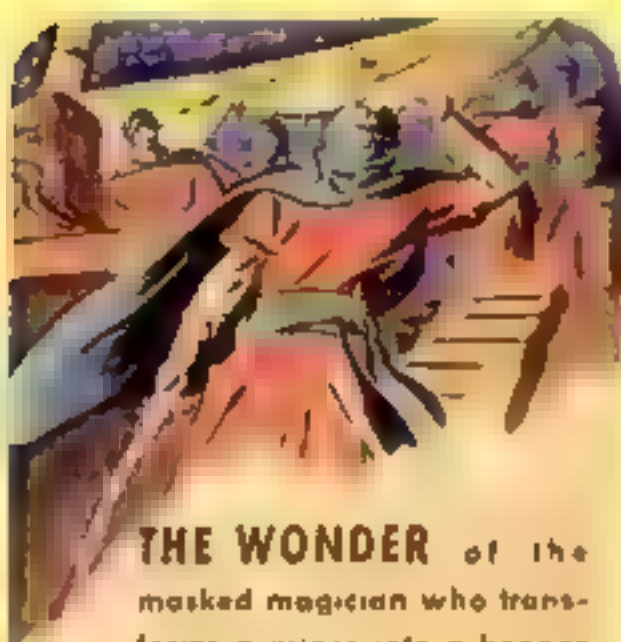
(Diagrams on the following pages show in detail certain tactical problems of air war.)

CONTINUED ON PAGE 61

Thousand and One Nights
 From the
 Thousand and One Nights!



THE WONDER of the Enchanted Princess. Whoever looks upon her beauty dies—but Ahmad dares to win her love!



THE WONDER of the masked magician who transforms a prince into a beggar... a boy into a barking dog!



THE WONDER of the Spider King... ten times human size—yet Abu dares him to battle!



THE WONDER of the All-Seeing Eye, guarded by fierce "Green Man"; a 1000-tentacled octopus; a miracle echo hall!



SADU, famous star of screen hits "Elephant Boy" and "Drums," as the daring Thief of Bagdad... living, fighting, adventuring in a magic world!

GIGANTIC! The Wonder Picture of All Time!

Dwarfing anything ever seen... a mountainous Genie piercing the clouds... flying horses winging over jewelled cities... a magic carpet that spans the world like the swiftest bird. All the glories, romance, adventure of the Thousand and One Nights—woven into a thrilling triumph of motion picture magic!

Alexander Korda presents
THE THIEF OF BAGDAD

in *Magic Technicolor*

CASTING BY JUNE DOPPEL. MUSIC BY MAX STEIN. COSTUME DESIGNER: JAMES H. HARRIS. EDITOR: JAMES H. HARRIS. PRODUCTION DESIGNER: JAMES H. HARRIS. EXECUTIVE PRODUCERS: JAMES H. HARRIS. PRODUCED BY JAMES H. HARRIS. WRITTEN BY JAMES H. HARRIS. DIRECTED BY ALEXANDER KORDA.

A \$2,000,000 SCREEN THRILL AT POPULAR PRICES... DON'T MISS IT!



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Cream of Kentucky

THE "DOUBLE-RICH" BOURBON

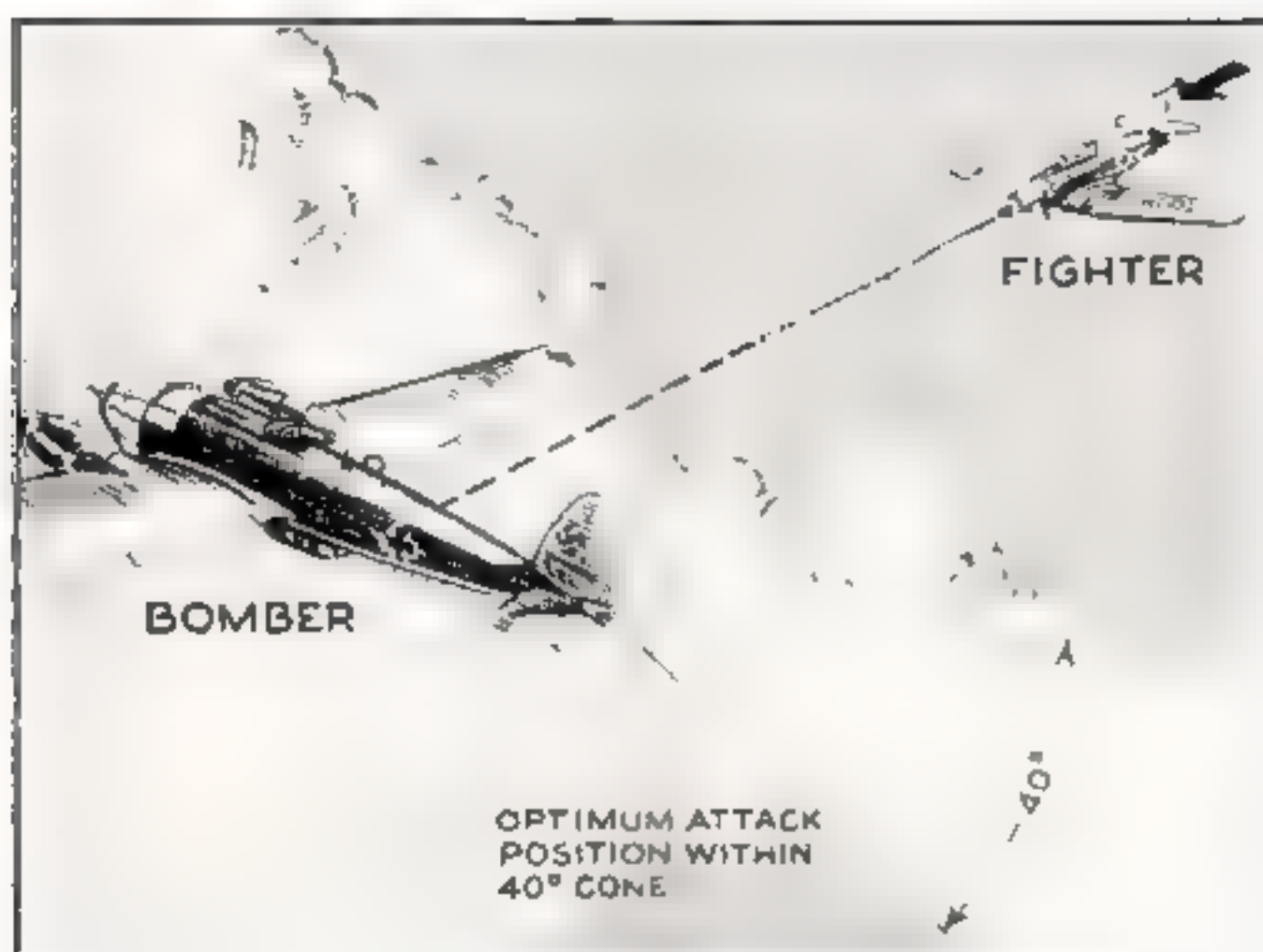


★ ***Straight*—FROM THE HEART OF THE BLUEGRASS**

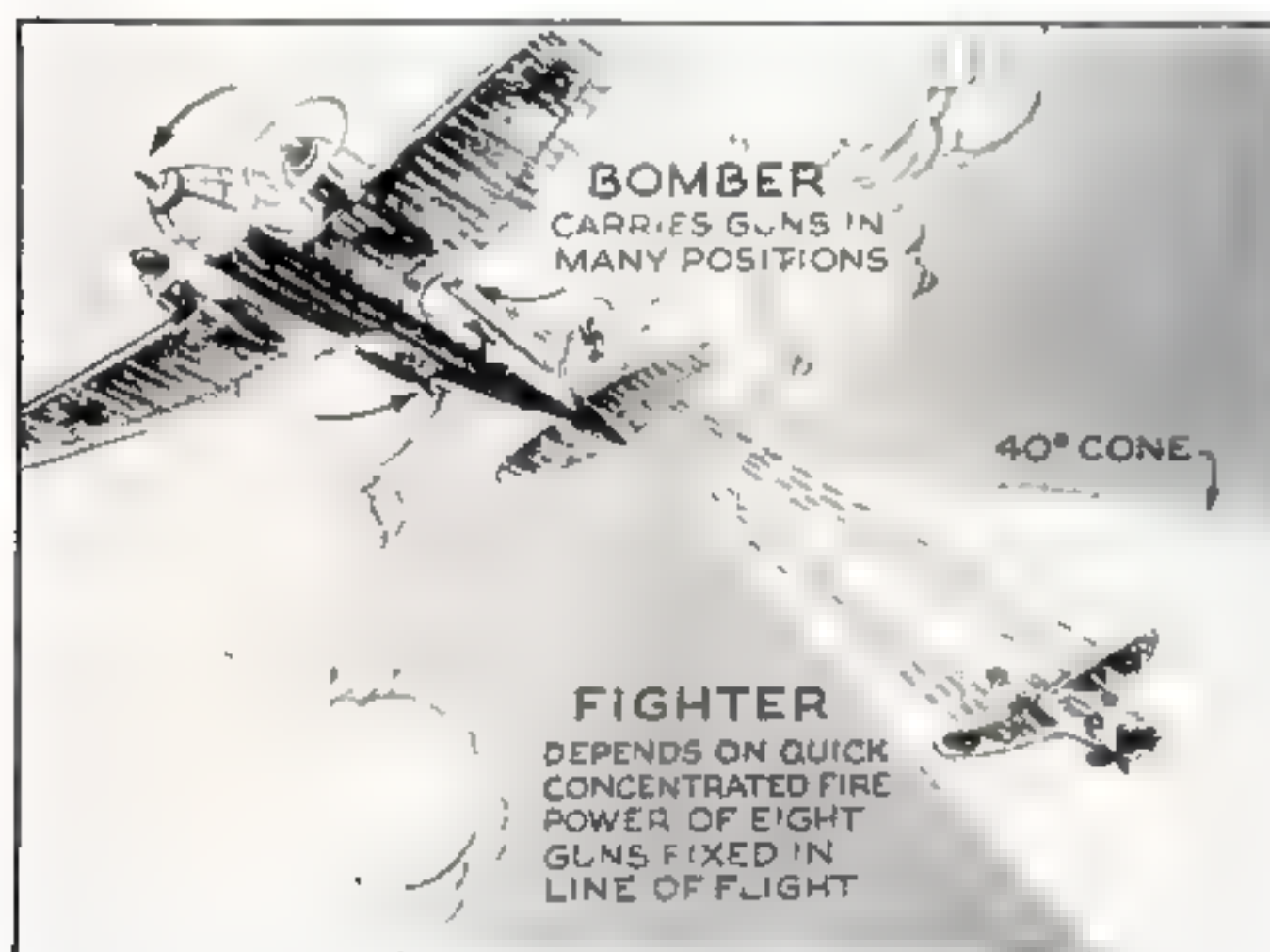
Kentucky produces great horses and great whiskies. But only one "Double-Rich" Bourbon—*Cream of Kentucky*—the world's largest selling straight Bourbon. For "Double-Rich" pleasure, from "Double-Rich" drinks—enjoy this *Cream of Kentucky*.

STRAIGHT BOURBON WHISKEY, 90 PROOF. COPYRIGHT 1940, SCHENLEY DISTILLERS CORP., NEW YORK CITY

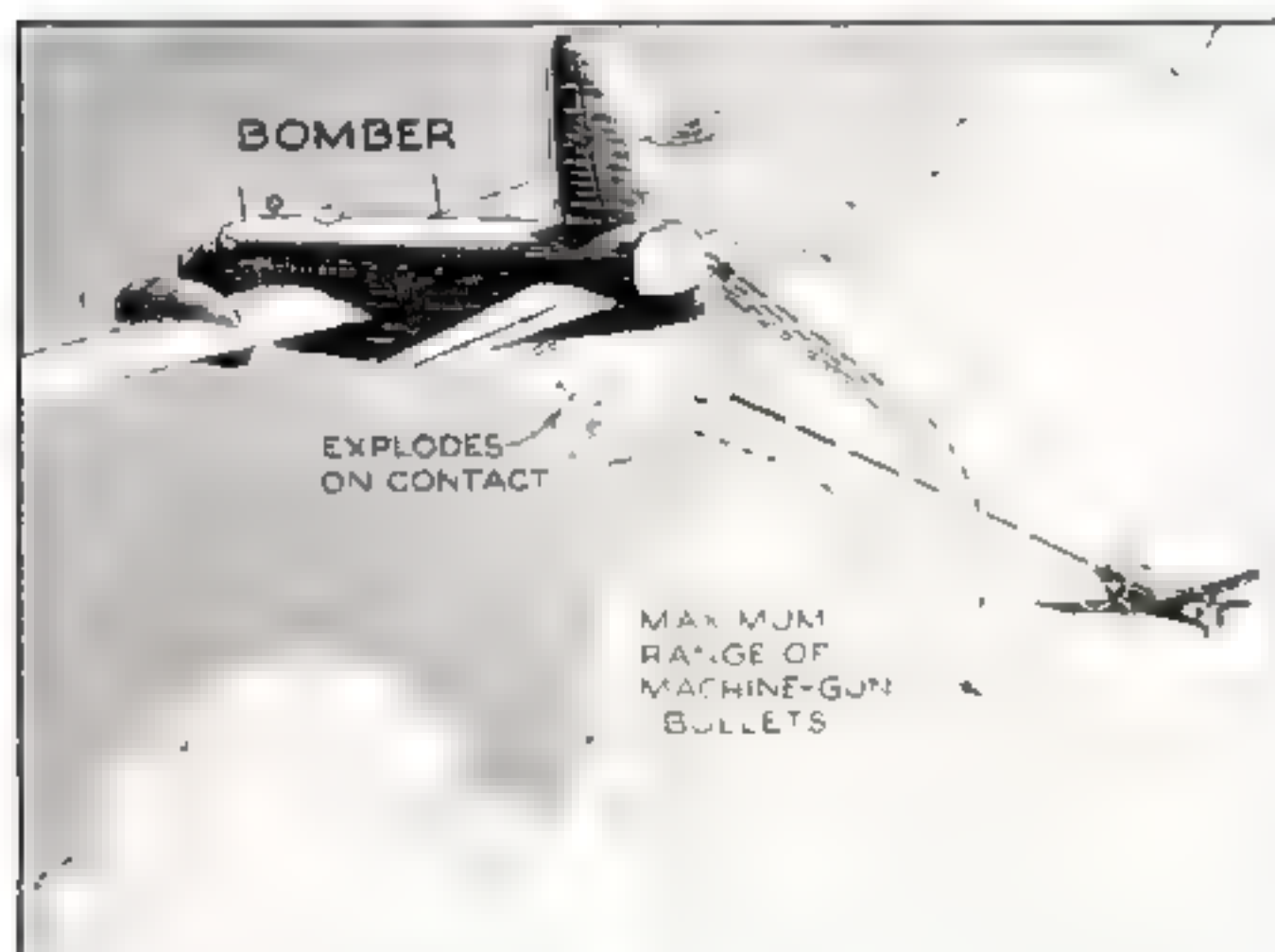
HOW FIGHTERS ATTACK BOMBERS



The speed of modern planes is so great that fighters get little result by attacking from the side. If the bomber is flying at 250 m.p.h., this fighter could fire only three bullets per gun into it before it was out of range. Hence fighters usually attack from the rear. For best results the attack should be made within a 40° cone extending back from the bomber's tail.



The fighter pilot attacks from the rear, aiming his whole plane at the target. Bombers carry guns in nose and body but the tail assemblage interferes with their rear field of fire. Modern fighters have great fire power but can carry only enough ammunition for about 30 seconds of steady firing. Pilot must get dead on his target, then let go in one terrific blast.



To meet rear attack the bomber may install a gun position in the tail, at some sacrifice of speed. Fighters must then rely on speed and maneuverability. Latest fighters reply with cannon, firing explosive shells. This enables the fighter to fire from outside machine-gun range, as above, and to inflict great damage with a hit. Cannon planes have proved very effective.

CONTINUED ON NEXT PAGE

This Big Ironing Finished in 2 Hours, 48 Minutes^{*} ...WITH New G-E Speed-Iron

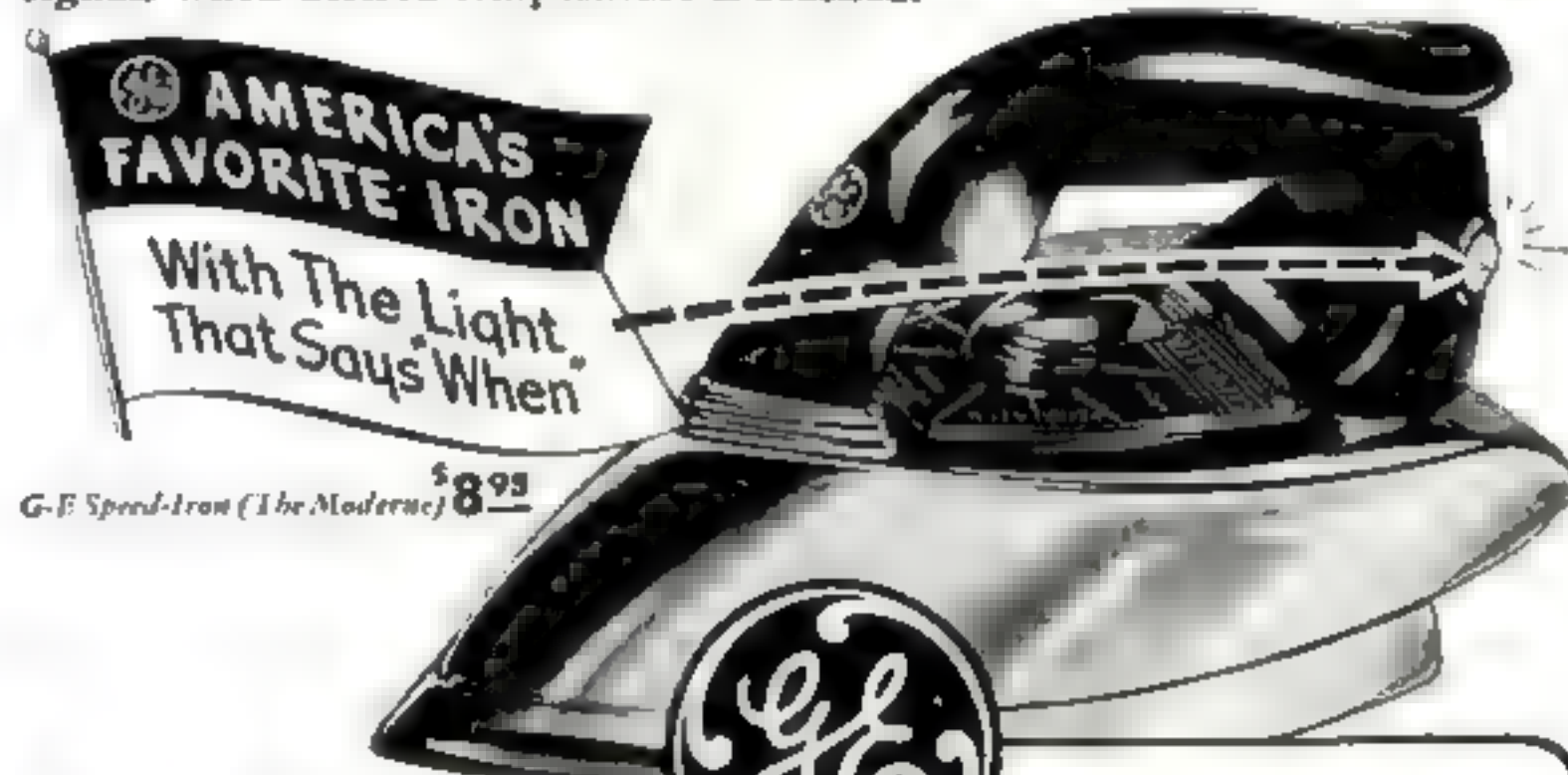


Time checked by
Good Housekeeping Institute

3 Pillow Cases • 1 Table Runner
7 Napkins • 8 Shirts • 2 Pajamas
2 Dresses • 12 Towels • 2 Aprons
7 Place Mats • 4 Shorts • 3 Sheets
2 Silk Skirts • 20 Handkerchiefs

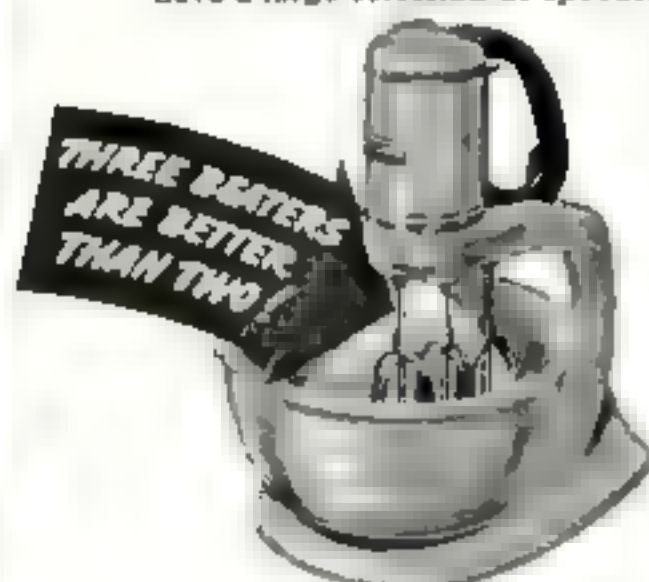
THOUSANDS of women are getting a brand new idea of how easy ironing can be! For the G-E Speed-Iron enables them to do the job with minimum of time and effort. That's because it's light in weight—handles easily—distributes heat evenly. Its "dial the fabric" control automatically maintains the correct heat for every fabric—a light signals when desired temperature is reached.

1. 25% Lighter. The lightest-weight full-size iron made—weighs only three pounds. Fast heating—uses minimum of current.
2. Less Arm Fatigue. Not pressure but evenly distributed heat by the G-E Calrod Unit does the work.
3. New Wand-Heat Handle. Specially designed plastic handle fits hand perfectly; iron is easier to guide.



Put Your Coffee problems in the hands of a competent General Electric Coffee Maker! This efficient servant makes perfect coffee! —turns itself off—and keeps the coffee at proper serving temperature as long as desired! Only \$12.95

To facilitate faster, smoother mixing, the new G-E Triple-Whip Mixer is equipped with three powerful beaters instead of two ordinary ones! Handy light illuminates inside of bowl. And you have a large selection of speeds!



Complete with juice extractor \$22.75

GENERAL  ELECTRIC

Living alone taught me thrift... and a new Love Secret

I've found it's not only thrifty but wise to use Pepsodent Antiseptic. It gives 3 times the breath protection to safeguard personal charm because it lasts 3 times as long as ordinary mouth washes!



I'm a Bargain Hunter!

Now that I'm on my own, pennies count. So I've got to be careful to get my money's worth... and more! And I usually do!



Got a Man in Mind!

I'm keeping house for a purpose. My man's going to find I know how to be easy on his eyes, easy on his digestion, easy on his pocketbook.



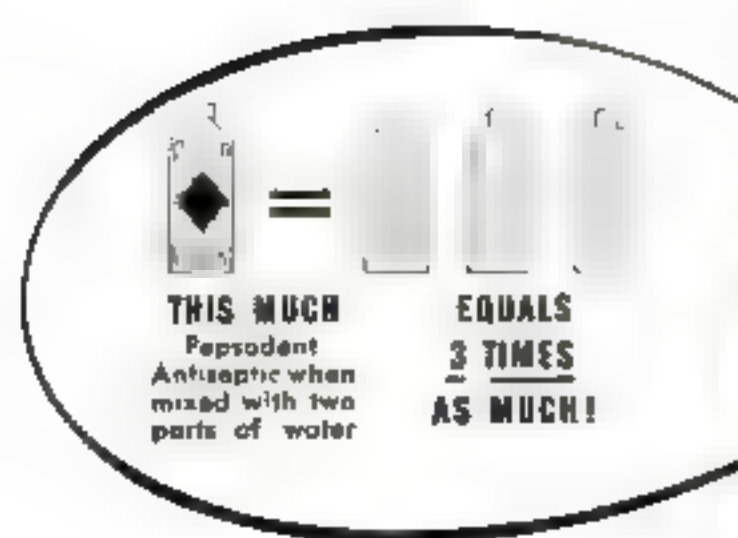
and I've learned a new secret road to his Heart!



The enticement of a spring-fresh breath stirs romance. It assures the confidence so necessary in a critical close-up.

Keep your breath always fresh and sweet. It means so much to you... and to others. Spend just a few moments gargling morning and evening with Pepsodent Antiseptic and you'll be more sure about your charm... in even those critical close-ups.

Pepsodent Antiseptic curbs unpleasant breath effectively and is still antiseptic even when diluted with two parts of water. Thus it gives you 3 times as much safe breath protection as ordinary mouth washes, because it lasts 3 times as long! Get a bottle of Pepsodent Antiseptic today!



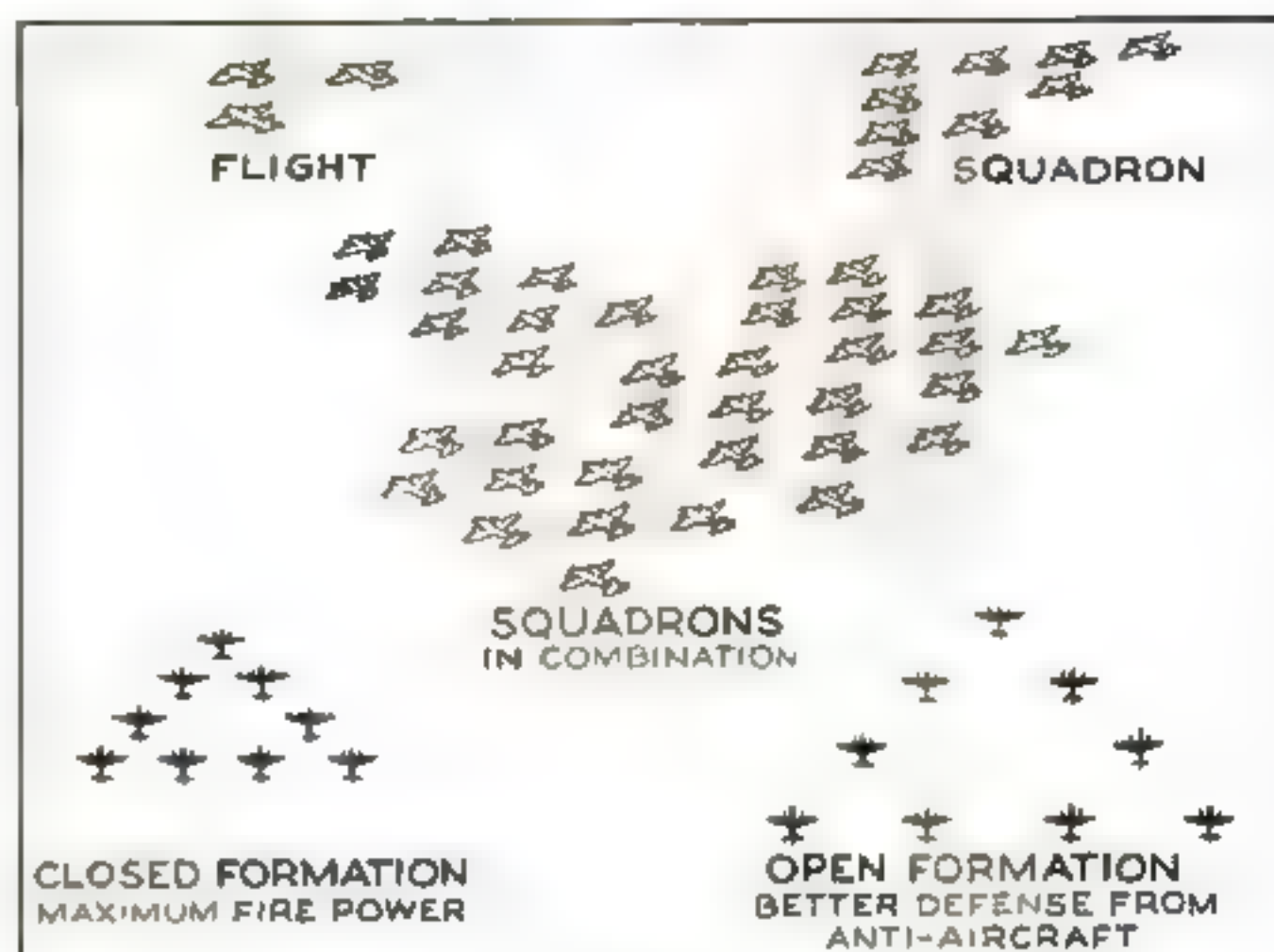
Pepsodent Antiseptic

Your "Breath Insurance"

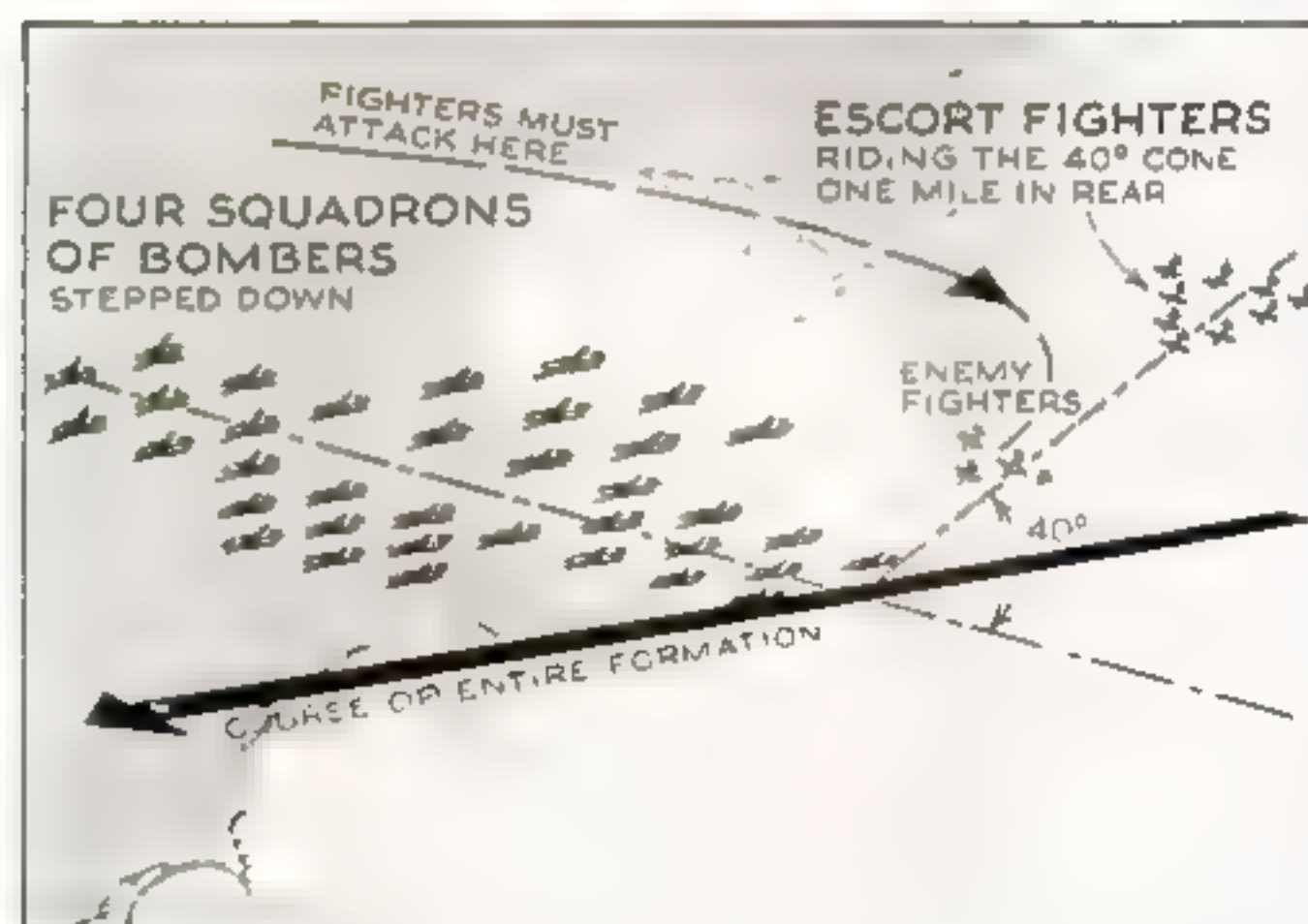


Air war tactics (continued)

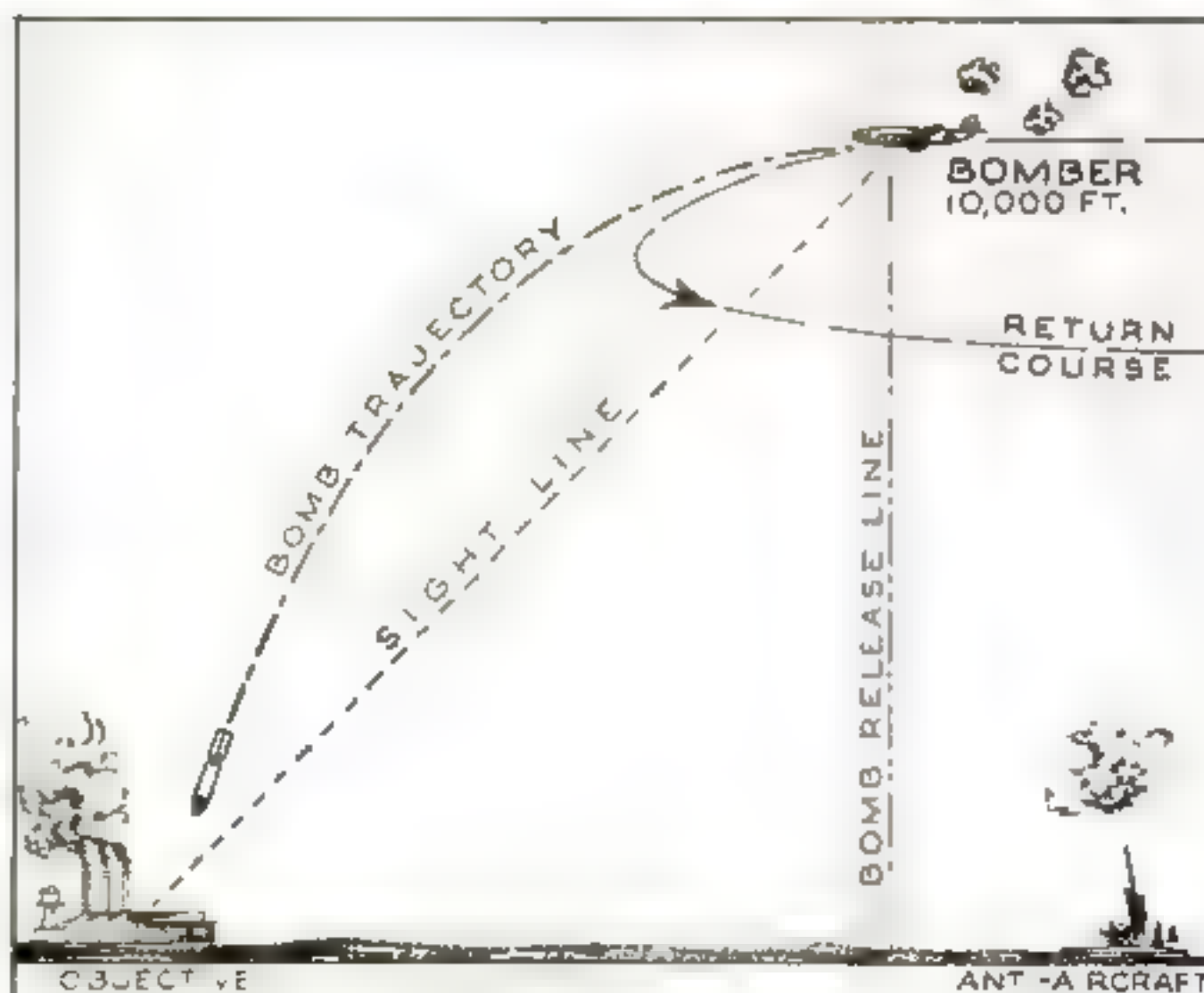
BOMBERS IN FORMATION FLIGHT



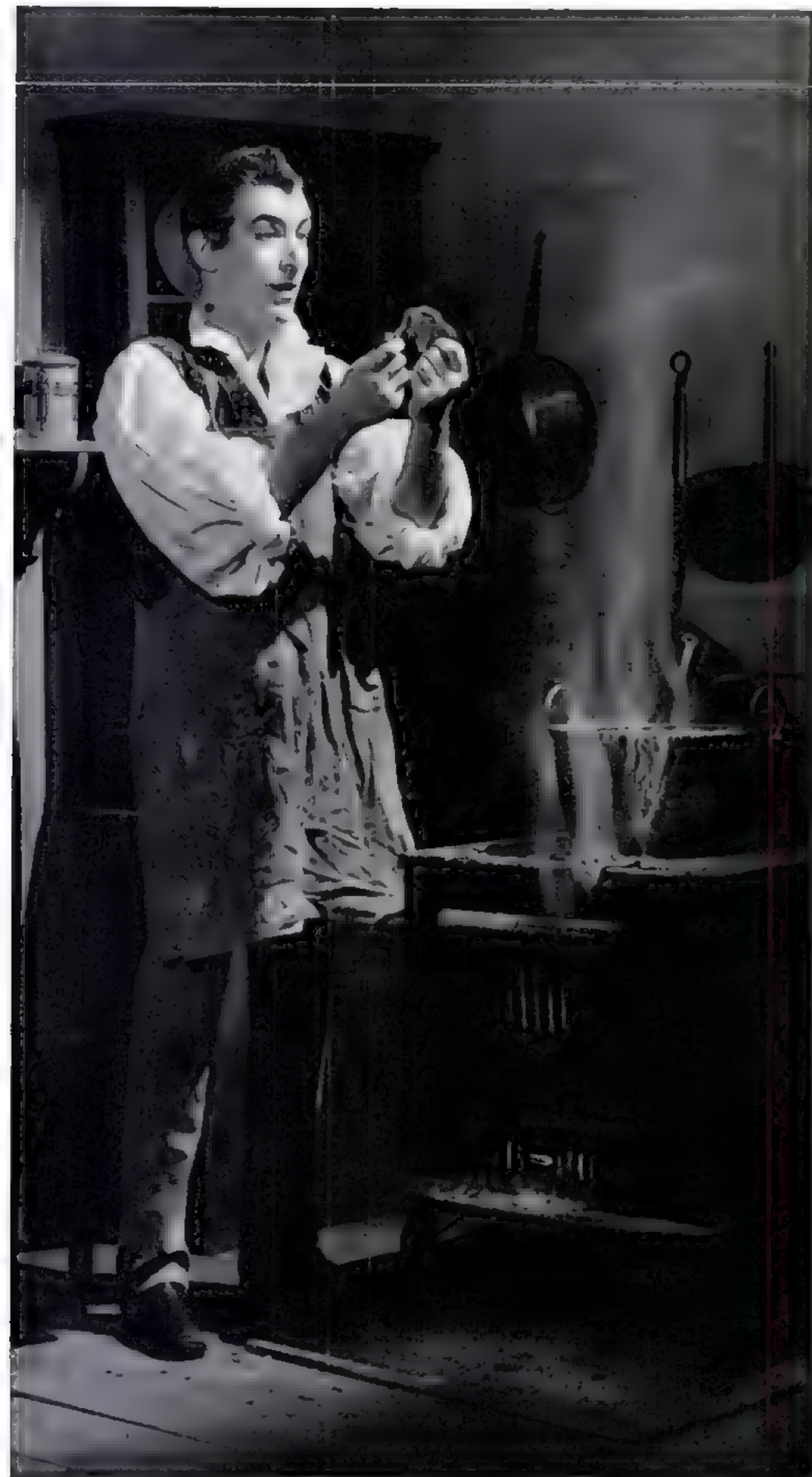
To offset their vulnerability to attack from the rear, bombers cruise in formation, thus protecting one another's blind spots. Basic formation is a V of three planes. The large formation above is made up of four nine-plane squadrons which can quickly separate. Bombers fly in close formation when they fear fighters, in open formation when they fear anti-aircraft guns.



Even in formation flight, however, there is a blind space at the rear of the whole formation which is open to attack—the 40° cone on a large scale. This blind space must be covered by escorting fighters which ride the vulnerable cone, above the formation. To avoid prohibitive losses, daylight raids by large formations of bombers must be within fighter radius.



Bombs are not released directly over the target but some distance away. The modern bombsight (of which the U.S. Army has the world's best) is designed to determine the correct release point for all speeds and altitudes. After release the bomber can turn and go back. Hence the anti-aircraft batteries must be placed at some distance from the target on all sides.



In 1839, after years of experimentation, Charles Goodyear dropped a mixture of rubber and sulphur on a hot stove and accidentally discovered the process of vulcanizing rubber.

\$100
TURNED A BRIGHT IDEA INTO A
Great Discovery

FOR many years Charles Goodyear put all his time and money into experiments to discover a method by which rubber could be made to stand extremes of temperature and thus be fashioned into useful articles.

Willingly he sacrificed all life's luxuries to the search. Finally, however, he reached the point where his money was gone and he lacked the means of obtaining even the simplest necessities of life.

Goodyear was on the verge of abandoning his efforts when his brother-in-law advanced him one hundred dollars. This financial help, received at a critical time, enabled him to carry on to his great discovery of a process for vulcanizing rubber.

Courage Is Not Enough

As Charles Goodyear learned, vision and courage are not always enough when there is a serious problem to be solved. Even the bravest and most resourceful need money to see them through a difficult period.

If your dependents should ever have to go along without you, they would face a problem of readjustment which could be solved only in part by their spirit and intelligence. For a little while at least, they would need income to cover essential expenses while making plans for the future.

The John Hancock Readjustment Income Plan meets this special situation in a special way by supplying ready cash to cover family expenses during the period of readjustment. How such a plan is being applied to an average family in moderate circumstances is told in our interesting booklet, "Two Lives." For your copy write Department L-6, John Hancock Mutual Life Insurance Company, 197 Clarendon Street, Boston, Massachusetts.

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LIFE INSURANCE COMPANY
OF BOSTON, MASSACHUSETTS
GUY W. COA, President

"Headache could ruin my game" says **DON BUDGE**

Don's smashing serve caught by high-speed camera at 1/100,000 of a second

WHEN I HAVE A HEADACHE, I TAKE **BROMO-SELTZER**. IT EASES THE PAIN—ALSO HELPS MY NERVES AND STOMACH

Bromo-Seltzer does more than simple pain relievers



If you get frequent headaches—or if they last long—you should see your doctor. But fortunately, most headaches are simple ones. They may be NERVOUS or DIGESTIVE. For these, Bromo-Seltzer does more than ordinary pain relievers can:

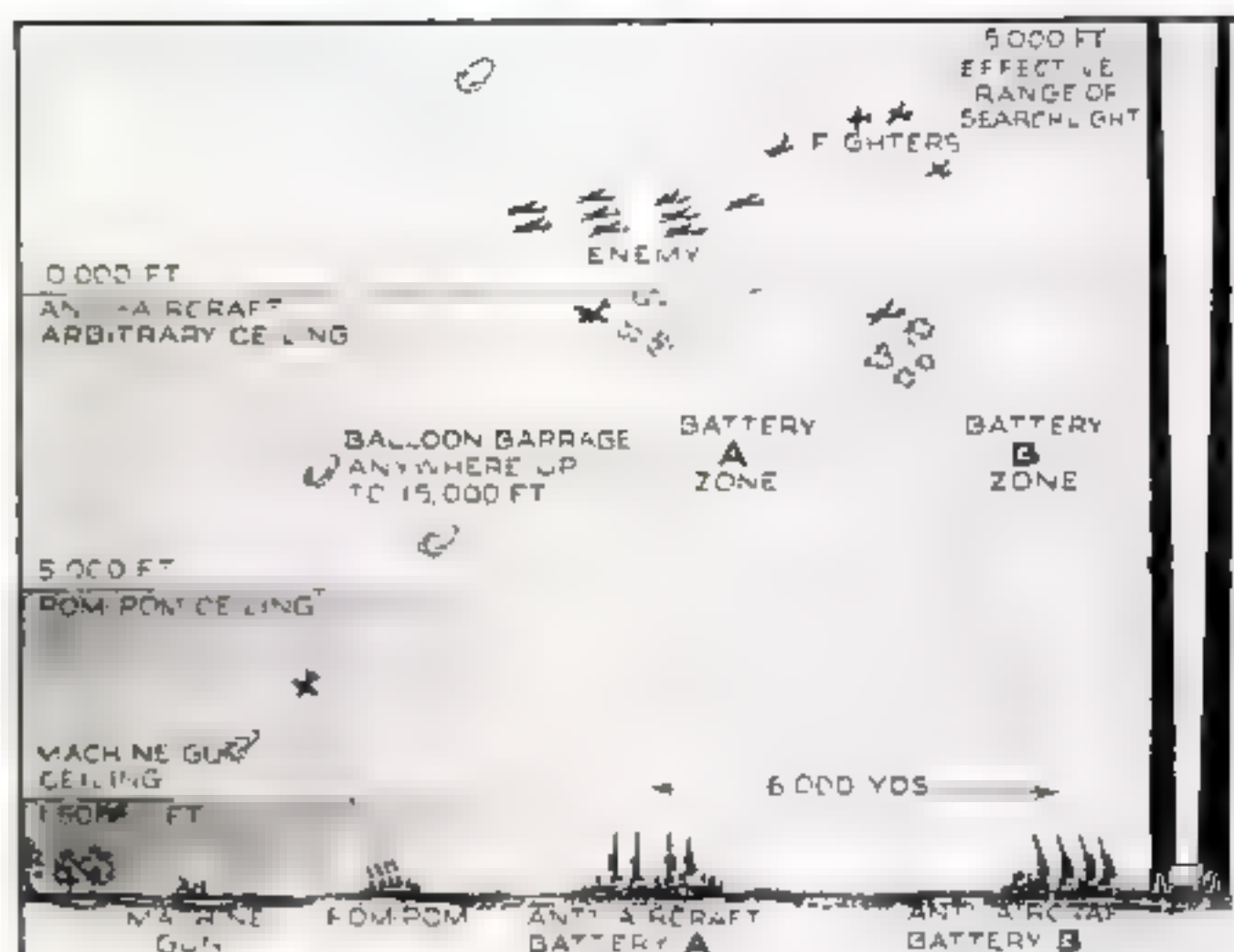
1. RELIEVES PAIN—works promptly and pleasantly
2. STEADIES NERVES—relaxes the tension, calms you
3. SETTLES UPSET STOMACH—helps set you right again

For over 50 years, millions have relied on Bromo-Seltzer. Follow directions on label. At all drug-stores, soda fountains. Keep it at home, too.

BROMO-SELTZER FOR HEADACHES

Air war tactics (continued)

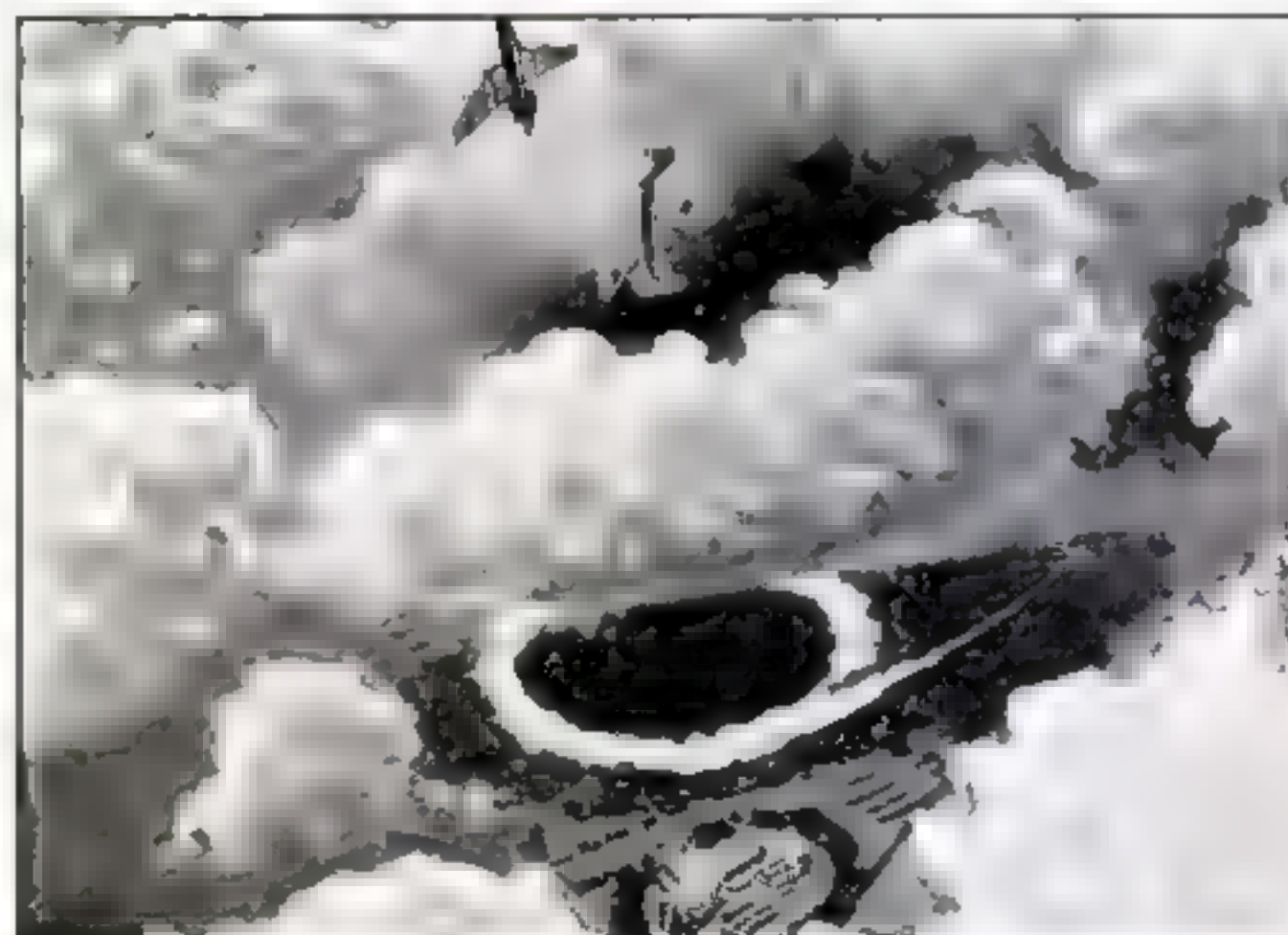
BOMBER DEFENSE AND ATTACK



Anti-aircraft defense on ground must be closely co-ordinated with work of fighter planes. Machine guns are effective up to 1,500 ft., pompoms up to 5,000, AA up to about 20,000. Anti-aircraft guns and fighter planes sometimes divide the air, guns taking up to 10,000 ft., planes the air above that level. Thus guns keep bombers high but do not shoot own planes.



Clouds are often a help to attackers. In daytime bombers can stay above them, may play hide-and-seek with fighters among cloud formations. At night, when the defense relies largely on anti-aircraft guns, clouds stop searchlights, as above. If clouds are low, however, they hamper bombing accuracy, may force the bombers down where they run into heavy AA fire.



Bombers coming down through clouds to attack often have difficulty finding their target quickly. This is especially true in England where the country is flat, rivers narrow and large landmarks few. This is one trick tried by the Germans. A German fighter plane sneaks in, rings target with smoke, thus gives bombers an immediate fix as they dive through clouds

Men are the fussiest things!

Sh-h-h...she has "GAP-OSIS"

She can ride, swim, sail a boat. Is a wonderful listener. Even likes to cook! But she's ruining her chances with "gap-osis"—a popping placket. Why doesn't she get a tidy Talon fastener?



Can you pick a trustworthy slide fastener *on sight*?

SOUNDS almost impossible—doesn't it? Yet most women have found a very simple way.

Just read what thousands and thousands of them said when questioned by 56 of America's leading stores.

By a majority of more than 70 to 1*, these women said they want the Talon slide fasteners *specifically*.

You see . . . women have learned through experience that all slide fasteners are not alike. They've found it

necessary to protect themselves against unreliable slide fasteners . . . and that the best way to do this is to look for the trademark "Talon."

\$200 or \$2

Remember this fact. And remember, too, that you can always have a Talon fastener in the placket of a dress . . . yes, even if it's only a \$2 one!

TALON, INC., MEADVILLE, PENNSYLVANIA

*Based on the thousands who expressed a brand preference.

END "GAP-OSIS" IN MADE-OVERS, TOO!

Give last year's dresses just as modern a placket closing as your newest frocks. Simply sew in a Talon slide fastener! It's easy to do—makes both dresses and skirts fit better, look smarter.

You'll find Talon fasteners, in packages with instructions for easy application, wherever notions are sold.

And you can always buy with complete confidence. For Talon fasteners come in only one "grade"—the best!



As a service to consumers, many retailers use this instruction tag on slide-fastened dresses and skirts. Look for it. And always look for the word "Talon" on the pull-tab. It's a sure sign you're getting a reliable slide fastener.

"TALON"—the dependable slide fastener

REG. U. S. PAT. OFF.

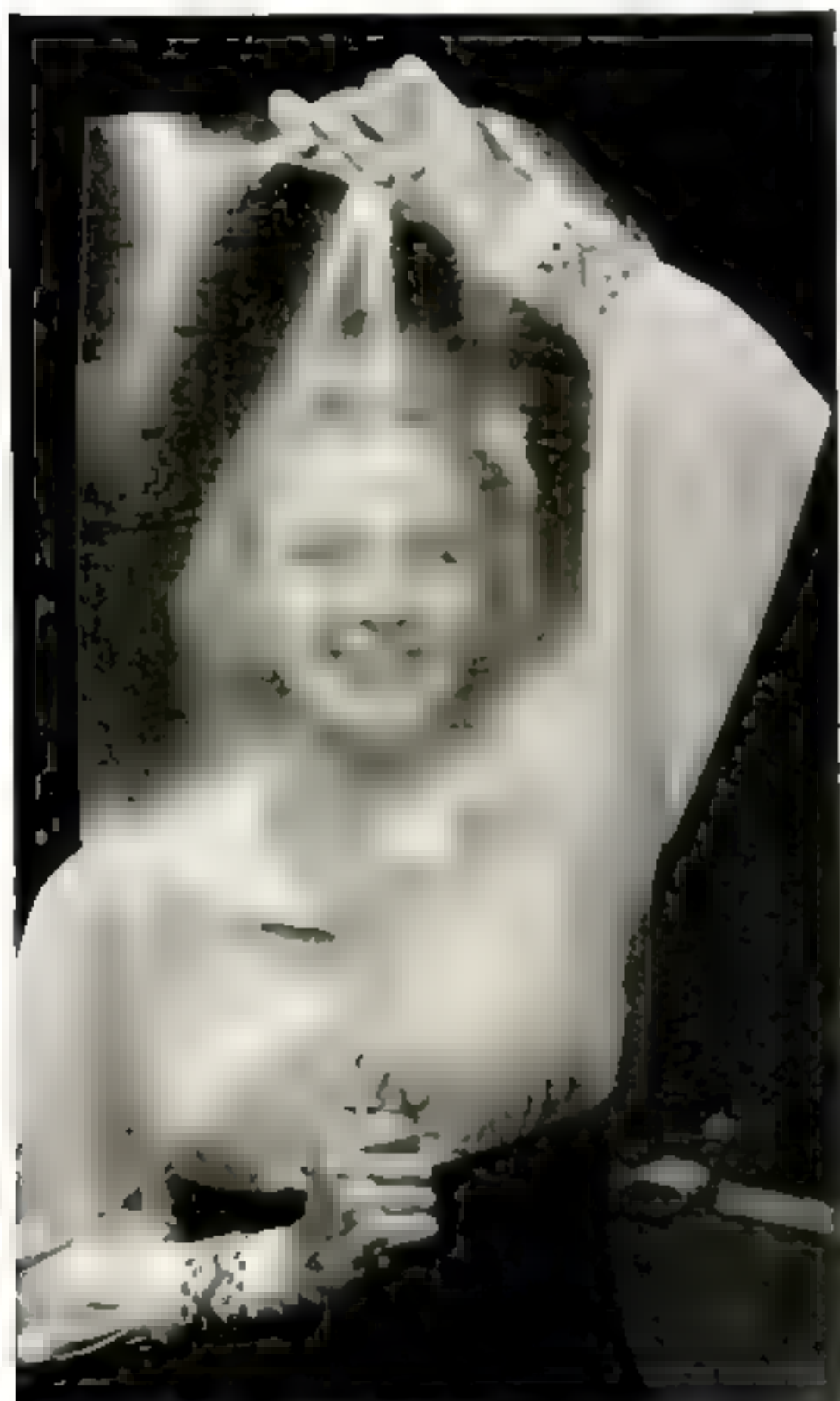
VINYLITE

A NEW PLASTIC TRANSFORMS SHOES INTO FAIRY SLIPPERS

Fortnight ago the learned chemists of Carbide and Carbon Chemicals Corp. had the strange satisfaction of hearing themselves dubbed modern Princes Charming. Motive for this unscientific appellation was a new plastic, Vinylite, which has been fashioned into transparent, flexible, elastic shoes worthy of any fairy-tale Cinderella.

VU-1930 is the manufacturer's designation of this new Vinylite sheeting for shoes. Other types of Vinylite are on the market. They are used in the manufacture of dentures, wire insulation, suspenders, garters, belts and for lining beer cans and other industrial purposes. The Vinylite shoe belies its fragile look by being so rugged that it is practically unaffected by wear, moisture, chemicals, moderate heat or extreme cold. The material is being considered for the much-abused tips of children's shoes. Since it can be stretched to two and a half times its original size, corns and bunions due to tight shoes may well become a torture of the past. It stretches slowly and gradually, comes back to normal the same way, without snapping.

Because quantities of VU-1930 are limited, shoes made of other Vinylite appeared on the market almost as soon as the new fabric was announced. Carbide and Carbon is greatly concerned over this "unauthorized use of unsuitable types" by makers of cheap shoes. They fear the consumer will judge all Vinylite shoes from cheaper varieties on the market. By January 1941 they hope that enough VU-1930 will be available so that tenement as well as Park Avenue Cinderellas may have their glass slippers.



Sheets of shoe Vinylite are 24 in. wide, up to 100 ft. long and 40/1000 of an in. thick. It may be clear or colored.




Transparent as glass is this Vinylite shoe combined with suede. It costs \$16.75. The material is particularly indicated for use

over the instep in high-throated shoes and to fill in openings at the toe and heel while retaining the appearance of openness

A Price Revolution Thrills Millions Who Love Fine Music!

Columbia throws open its vast treasure-house of
"Masterworks" Records at prices as much as ½ off!
The immortal classics—played by the world's greatest
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The Philharmonic-Symphony Orchestra of New York—just one of the long list of famous orchestras and artists now recording exclusively for Columbia. Ask your dealer to let you hear the superlative performance of Brahms Symphony No. 2 In D Major which this great orchestra has just recorded for Columbia under the direction of John Barbirolli

12-inch Blue-Label Records now only **\$1.00**

10-inch Blue-Label Records now only **75¢**

TO millions of Americans, Columbia's new low prices mean a glorious opportunity to own and enjoy fine recorded music. To Columbia, it means the fulfillment of a plan laid down nearly 2 years ago... a plan to bring superb records within reach of everybody.

All the skill and experience of the Columbia Broadcasting System were called upon to make this possible. One of the world's most brilliant lists of exclusive recording orchestras and artists was formed. Among them Leopold Stokowski conducting The All-American Youth Orchestra, The Philharmonic-Symphony Orchestra of New York under John Barbirolli, Artur Rodzinski and The Cleveland Orchestra, Dimitri Mitropoulos and the Minneapolis Symphony Orchestra, Frederick Stock and the Chicago Symphony, Howard Barlow and the CBS Symphony.

Then, under the direction of Columbia's famous staff of sound engineers, the most up-to-date studios were built... recording equipment unsurpassed in the world was installed.

And now, after 18 months of intensive work, the results are at your music store—the new Columbia "Masterworks." Make it a point to hear your favorite selections soon on these marvelous records. Despite their new low prices, they give you *greater fidelity, less surface noise, and longer wear* than any other records!

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Joseph Szigeti — Nathan Milstein
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Fidd — Nino Martin — Roland
Hayes — Gregor Piatigorsky — Edward
Kilenyi — Don Cossack Chorus... Orson
Welles — Maurice Evans

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THE PHILHARMONIC SYMPHONY
ORCHESTRA OF NEW YORK
JOHN BARBIROLLI CONDUCTOR
SYMPHONY NO. 2 IN D MAJOR (Brahms)
Set M AM-MM 412 Five
12-inch records in album. **\$5.50**
LEOPOLD STOKOWSKI CONDUCTING
THE ALL-AMERICAN YOUTH
ORCHESTRA
THE STAR SPANGLED BANNER
GOD BLESS AMERICA
10-inch record No. 1,204 D **75¢**
SYMPHONY NO. 5 IN E MINOR "From the
New World" (Dvorak) Set M AM-MM
416 Six 12-inch records in album **\$6.25**

For a thrill you will never
forget hear Nathan Milstein's
magnificent new "Masterworks"
recording of
Tchaikovsky's
Violin Concerto
In D Major.



Columbia "MASTERWORKS" Records

COPYRIGHT, 1942, COLUMBIA RECORDING CORP. SUBSIDIARY OF THE COLUMBIA BROADCASTING SYSTEM, INC.
BRIDGEPORT, NEW YORK, HOLLYWOOD • MAKERS OF COLUMBIA "MASTERWORKS," POPULAR AND OKEH RECORDS

Crowded Stores—All over the country that is the public's answer to the amazing new low prices which have just been announced on Columbia "Masterworks" recordings. While production is being greatly increased, dealers everywhere are facing this new demand with limited stocks. Be sure to get your favorite selections now!



Advice to Married Women

**Give your skin the
Fragrance Men Love!**

The costly perfume of Cashmere Bouquet Soap, with its appealing fragrance, is the dainty way to combat body staleness.

MEN DON'T always tell you when their love interest is on the wane. So paste this tip in your guide to glamor. Be mighty careful of the fragrance bath soap leaves on your skin.

Try this dainty way to avoid unwelcome body staleness. For this way is glamorous! It's feminine! It's alluring! It's in tune with the rest of your make-up!

Instinctively, you prefer this costly perfume of Cashmere Bouquet. For Cashmere Bouquet is the only fragrance of its kind in the world, a secret treasured by us for years. It's a fragrance men love.

Massage each tiny ripple of your body daily with this delicate, cleansing lather! Glory in the departure of unwelcome body staleness.

Thrill as your senses are kissed by Cashmere Bouquet's exquisite perfume. Be radiant, and confident to face the world!

You'll love this creamy-white soap for complexion, too. Its gentle, caressing lather removes dirt and cosmetics so thoroughly and leaves skin smooth and fresh looking.

So buy Cashmere Bouquet Soap before you bathe tonight! Get three cakes at the special price featured everywhere.

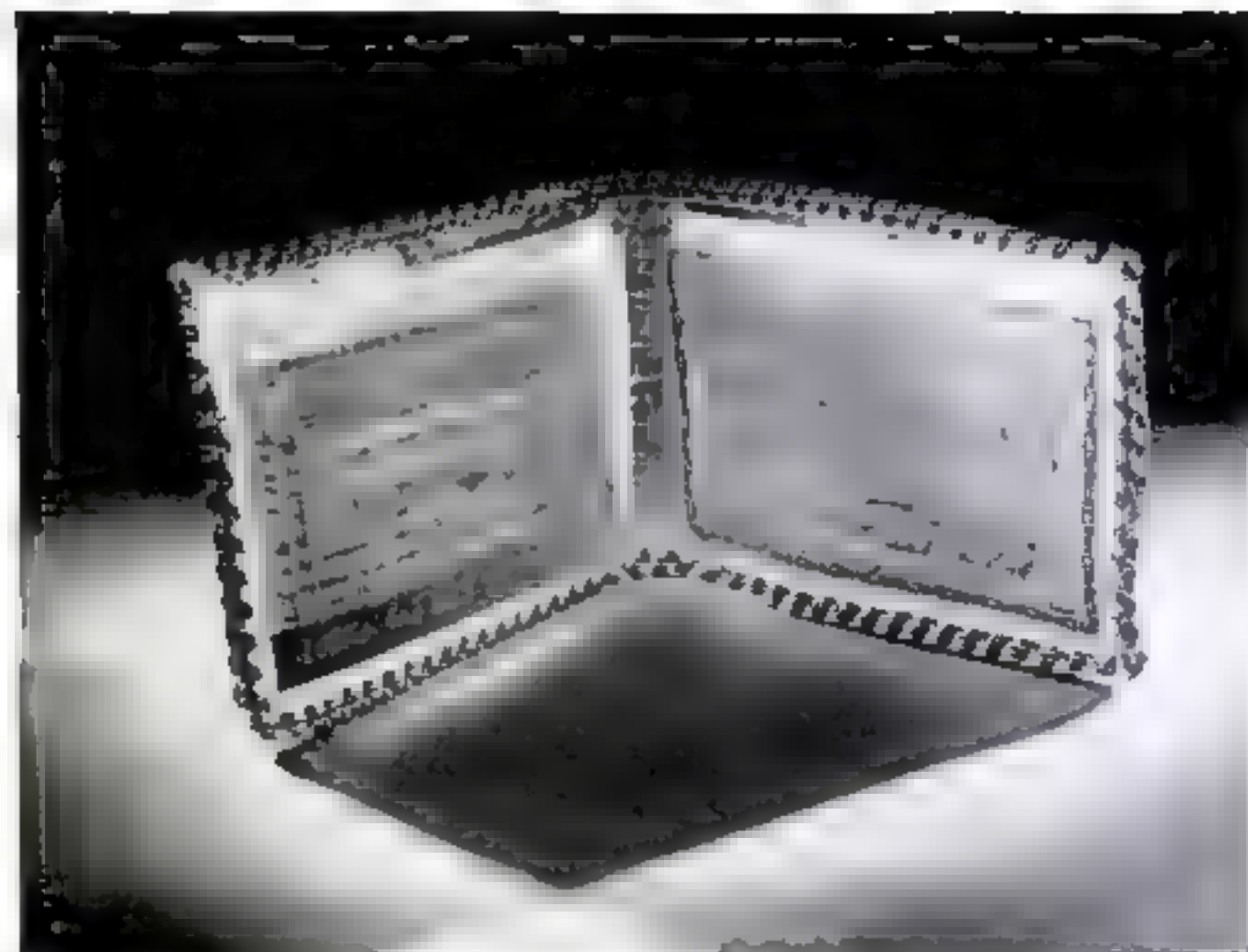
3 for 25¢

If heavier four soaps are sold



Enhance your allure with these complementary Cashmere Bouquet beauty aids: Cashmere Bouquet Cleansing Cream...Face Powder...Lotion...Talc Powder...Lipstick

Vinylite (continued)



For billfold windows, a semi-rigid type of Vinylite is used. Recent Vinylite show also exhibited handbags, raincoats, garters and belts in a variety of bright colors.



Men's suspenders have been on market almost a year, have been popular because they are elastic and inconspicuous. Most of them are made of the clear plastic.



Not suited to shoes, according to Carbide and Carbon Chemicals Corp., is the type of Vinylite used in the shoes above and in others now retailing for less than \$8.75.

OF INTEREST TO EVERY AMERICAN MOTORIST!



IN 1938, Chrysler Corporation engineers first introduced to the American public one of the great motor car advances of all time . . . *Fluid Drive*.

In the hands of many thousands of motorists, and in millions of miles of service, *Fluid Drive* has delighted those who have tried it.

Like many truly great things, *Fluid Drive* is simplicity itself in design and operation. Yet it opens up a whole new world of motoring pleasure.

Fluid Driving is so different from ordinary driving that it is a wholly new experience. *Fluid Drive* is an example of applying sound engineering principles that give practical benefit to the man or woman who drives a car. It is so easy, so effortless, so much simpler and safer, it so simplifies driving, that I believe *Fluid Drive* must be compared in motoring importance to hydraulic brakes and Floating Power . . . two of the many other pioneering achievements of Chrysler engineers.

Fluid Drive has been available only upon our higher-priced Chrysler cars. Now, in response to public demand, we are about to make it available also on 1941 models of Dodge, DeSoto and the lower-priced Chryslers. Not only that, but we are adding to the basic principle some further advances that make it even more extraordinary in operation.

I believe that every owner of a motor car will want to try this new and thrilling motoring experience.

A handwritten signature in dark ink, reading "K. T. Keller".

President, CHRYSLER CORPORATION

YOU GET THE GOOD THINGS FIRST FROM CHRYSLER CORPORATION!



Dear Dad:

College has improved my head already — I've just acquired a new Mallory hat which not only feels easier than a clear conscience but also reduces my overhead. That's because Mallory hats are made 'Cravenette' moisture-resistant so as to stay good-looking.

Please increase my allowance, because in this hat I'm so handsome I'm invited everywhere.

Eric



Dear Son:

Tips like that one on Mallory are worth a raise any time. The way I look in my new Mallory, your mother says she wouldn't trade me for her favorite Hollywood hero.

Such praise is enough to put a man's head in the clouds, and that's where my head thinks it is anyway, every time I ease it into this cloud-soft Mallory felt. See you Alumni Day.

Dad



Dear Public:

This Fall especially, visit your Mallory Dealer. For Mallory now pioneers in presenting every smart fashion feature hitherto exclusive to fuller-bodied hats . . . in felts so soft-fitting they seem to scarcely graze your brow.

THE TRAVEL-EASE above left: Fall's rightest colors — tissue weight comfort plus the new raise in its well-edged brim sheer dexterity to any face. . . . \$5

THE AUTUMN '40 above right: Worldly universes styling plus the essential lightness of Mallory's No-kaboud felt. In smartest new colors and textures — including the exclusive Persian finish. . . . \$5

Most Mallory styles \$5 • The Sportabout \$4 • Others \$6, \$7.50 and \$10.

MALLORY

EXCLUSIVELY "Cravenette" PROCESSED

They'll take a ducking



Cartons and suitcases are used to transfer Betty Jane ("B. J.") Schumann's things from Grand Rapids. Phyllis (halleng), who lives in Evanston

near university, brought many of her things unpacked. After "B. J." changes to corduroy slacks and shirt and Phyllis to overalls, girls get to work.



Room 230 is one of the most desirable in the Alpha Chi Omega house. Sorority supplies two beds, bureaus, desk chairs, mirrors, one overstuffed chair and one desk.

COLLEGE GIRLS USE DECORATION MAGIC FOR TRANSFORMING THEIR BARE ROOMS

What does a girl take with her to college? The clothes requirements are common knowledge. Most of these can be crammed into a few suitcases or small trunk either carried or shipped to college. Far more complicated is the matter of furnishings. At most colleges girls are required to supply their own sheets and pillowcases, towels, draperies, bedspreads, blankets, closet accessories and lamps. Since most girls also like to lug along pictures, phonographs, radios and all the paraphernalia for minor entertaining, getting off to college assumes the importance of a lesser moving day.

On this and the pages following, Betty Jane Schumann and Phyllis Murphy, seniors at Northwestern, are seen moving into the room that they will occupy in the Alpha Chi Omega house. In one afternoon, by the magic of curtains, pictures, bedspreads, lamps, rugs and personal knick-knacks, the abandoned room above was transformed into a cheery study-living-bedroom.



The first step is to get all of the stuff into the room. The girls here are carrying only the lighter bundles, leaving the heavier ones to their sophomore boy friends.



MONGOL

COLORED PENCILS

will astound you!

You may never be tempted to play Robin Hood and shoot sharpened Mongol Colored Pencils through cardboard, with a rubber band. But that's one way of emphasizing that *here at last* are colored pencils with points that don't break. All the more amazing because these are *thin* colored leads, as thin as the black lead in an ordinary pencil. They're strong enough to sharpen in a pencil sharpener without waste, strong enough to write or draw the finest lines without crumbling the sharp point... When next you buy colored pencils SAY MONGOL TO YOUR STATIONER.

Brilliant Reds, Blues, Greens, etc. for office work, maps, charts and in color marking generally.

26 COLORS IN ALL

Unexcelled for color drawings or paintings. Can be used wet or dry. Water color effects rendered by simple application with brush and water.... Available in sets of 12 and 24—or singly—also gold and silver.... At stationers everywhere.



IN ROUND OR
HEXAGON SHAPE

Look for the Name

EBERNARD FABER

U.S.A. Since 1849



*America's Oldest
Pencil Factory*
PENCILS OF ALL KINDS
MECHANICAL PENCILS
FOUNTAIN PENS ERASERS
RUBBER BANDS, ETC.

College rooms (continued)



Second step is to clear the room as much as possible by putting away all wearing apparel, linens and empty suitcases in bureau drawers and the two large-sized closets.



Tinsel leis, favors from college dances and dance programs are used as wall decoration. White goat rug by bed comes from the Schumann home in Grand Rapids.



Little "B. J." who is only 5 ft. 1 in. tall, stands on the bureau to hang mirror. Phyllis, who is 5 ft. 7 in. tall, would hit the low ceiling. The room is about 16 by 14 ft.



A Distinguished Name in Television presents the new 1941
FARNSWORTH

**PHONOGRAPH-RADIOS AT MODERATE PRICES EQUIPPED
 WITH THE CAPEHART-FARNSWORTH RECORD CHANGER**

Now in a Farnsworth you can secure the new Capehart-Farnsworth record changer... the *big news* of the industry because of its smooth efficiency and quiet, trouble-free operation.

And that is only one of the startling new Farnsworth features. In fact, never before have so many advanced developments been combined in instruments anywhere near the low Farnsworth prices! Compare the many Farnsworth advantages with those of other makes... marvel at the remarkable "Hi-Spot" dial with COLORTONE, "Tip-Top Tuning," Tenna-Rotor, the beautiful, superbly proportioned Farnsworth cabinets and many other exclusive advancements. Farnsworth radios and phonograph-radios are "Overseas Tested" for foreign reception.

Hear the Farnsworth and we believe you will no longer deny yourself the thrill and pleasure of your favorite music... beautifully reproduced. Prices of Farnsworth phonograph-radios range from \$59.95 to \$275.00.* Terms to suit your convenience. See your Farnsworth dealer today! Or write for attractive literature now. Farnsworth Television & Radio Corporation, Dept. L-1, Fort Wayne, Indiana.

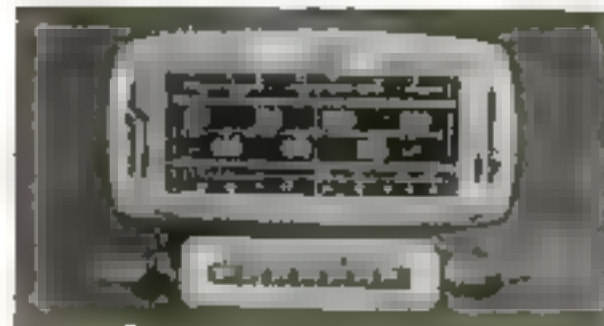
*Prices f.o.b. factory, Marion, Indiana

Shown above is the Gainsborough, 18th Century English lowboy (Model BK-108). Equipped with Capehart-Farnsworth record changer and all the other exclusive Farnsworth features... "Hi-Spot" dial, COLORTONE, Bid In-Tenna, Tenna-Rotor and Television Sound Bridge. Ten tubes. Three wave bands. Twelve-inch speaker. Truly an instrument built for the years to come. Yet it is priced surprisingly low.



**ONLY CAPEHART-FARNSWORTH
 GIVES YOU THIS!**

No other record changer except that of the Capehart is so quiet and easy to load and operate. A marvel of simplicity, its unique handling of records assures long record life. Playing up to fourteen records automatically, it provides approximately an hour a program.



THE EXCLUSIVE COLORTONE
Only FARNSWORTH has it!

Thus amazing new kind of visual tone-blender provides over eighty different tone combinations—enabling you to "custom-build" the tone quality of any radio or recorded program to suit your taste.



NEW FARNSWORTH RADIOS

Be sure to hear the superb 1941 Farnsworth radios. They represent truly advanced radio engineering. A complete line, priced from \$9.95 to \$99.95.* Typical of Farnsworth radio value is beautiful table model (BT-71) with period trim, illustrated at left. When you hear it and price it, you will want it.

"So that more American families can enjoy their favorite music, reproduced on a good instrument, obtainable at moderate cost, the Farnsworth organization is devoting its resources to building phonograph-radios and radios that incorporate the experience of the leading experts in the fields of electronic television and sound."

Michael PRESIDENT

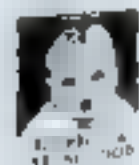
**FARNSWORTH . . . MAKERS OF RADIO AND TELEVISION TRANSMITTERS AND RECEIVERS
 THE CAPEHART, THE CAPEHART-PANA USE AND FARNSWORTH PHONOGRAPH-RADIO COMBINATIONS**



America's
Best-Known Baby

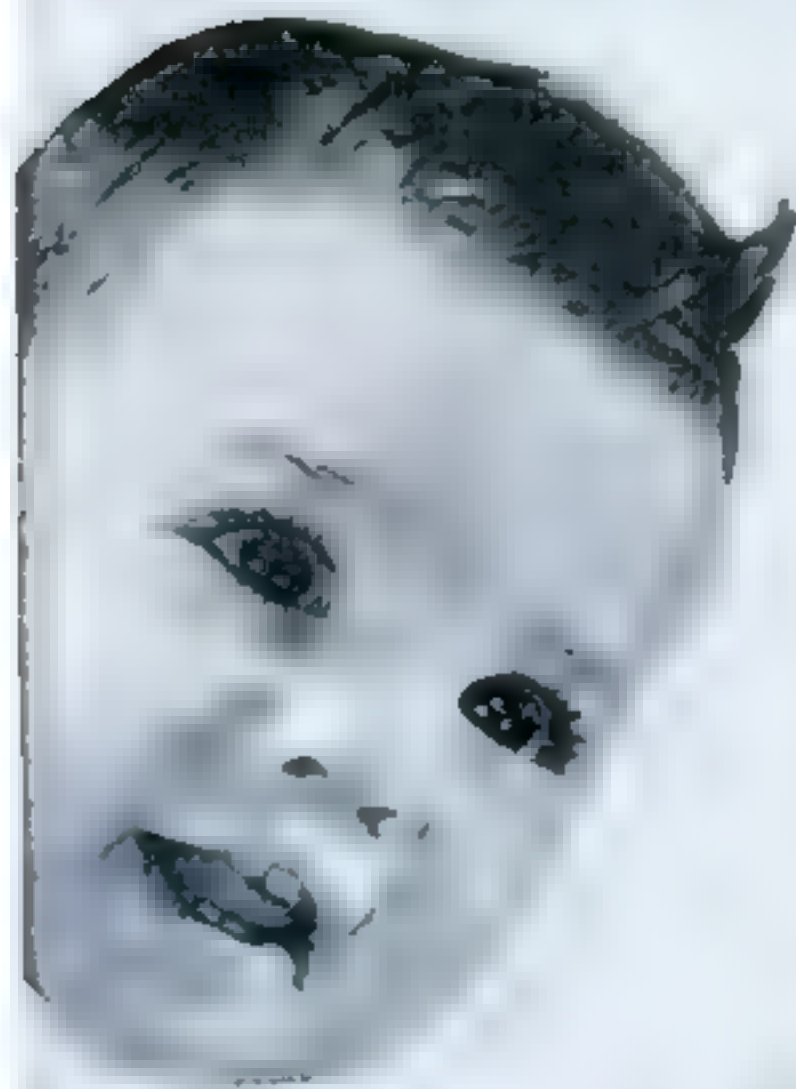
I wish you mothers could visit the model Gerber farms where your babies' vegetables are grown! I'd take a personal pride in showing them to you. It was my worry about my own baby's diet that started my husband raising special vegetables for babies -- and his experts have carried on their scientific methods for over a million babies since!

Mrs. Dan Gerber



Gerber's Cereal Food

A dietitian's cereal for babies, Gerber's Cereal Food is enriched in Vitamin B and iron. Babies like its pleasant taste and smooth consistency. Ready to serve simply mix with milk or formula. Send for free sample.



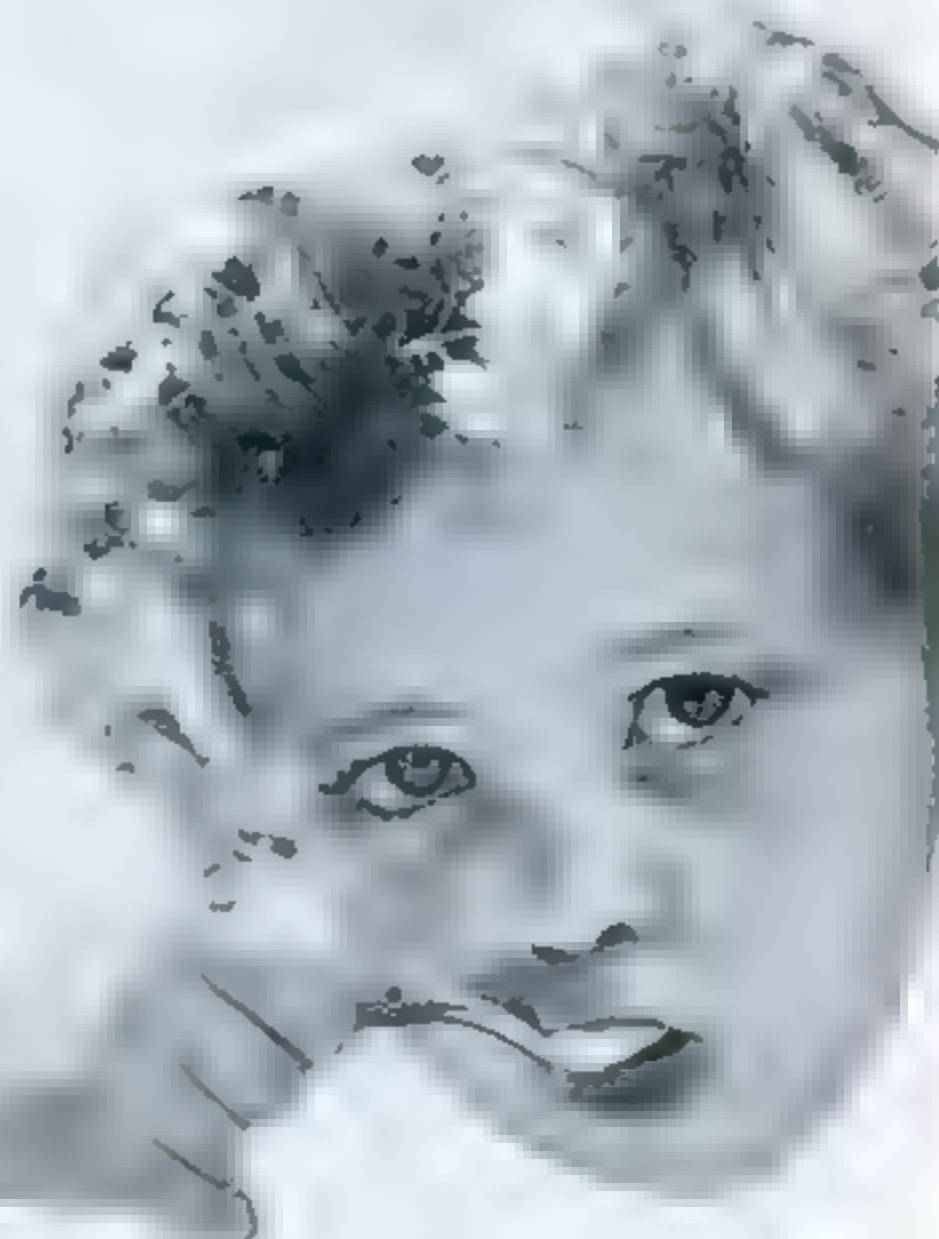
Gerber's Strained Foods

The home-grown vegetables in Gerber's Strained Foods are canned practically garden-fresh. Special cooking methods preserve the abundant vitamins and minerals to a high degree. 15 varieties -- soups, vegetables and desserts. Send for booklet on baby feeding.



Gerber's Junior Foods

There are 8 tastily seasoned Gerbers Junior Foods for older babies. You'll appreciate having them in the same-size, same-price can. It's economical. And it's handy to buy in combination with the strained foods when you first start changing over.



Gerber's Baby Foods

Dept. 75, Fremont, Mich.

"From a few weeks to a few years"

College rooms (continued)



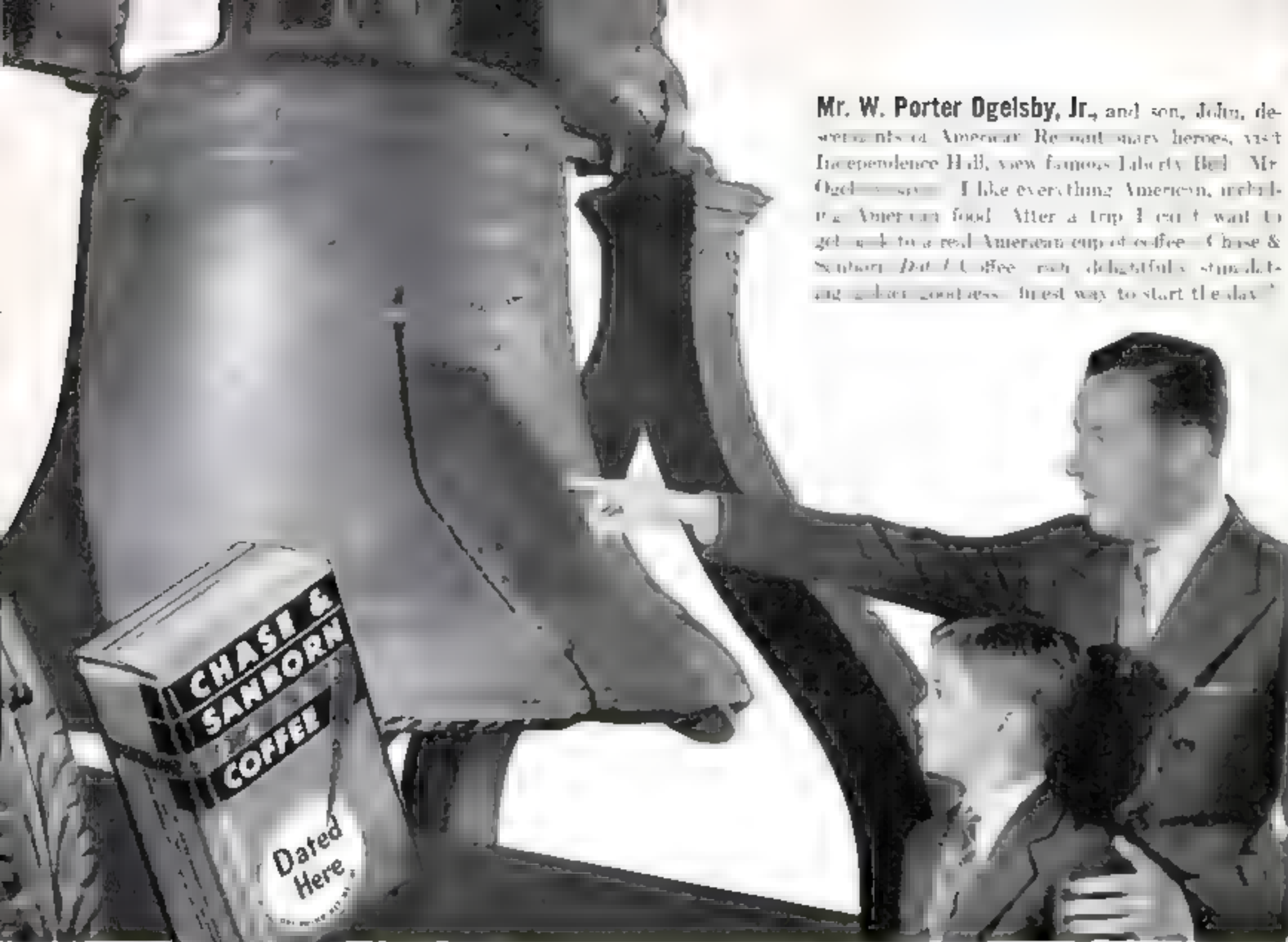
Curtains and rods are also supplied by the sorority, although in some colleges the girls must furnish their own. "B. J.'s" main interests are dancing and acting.



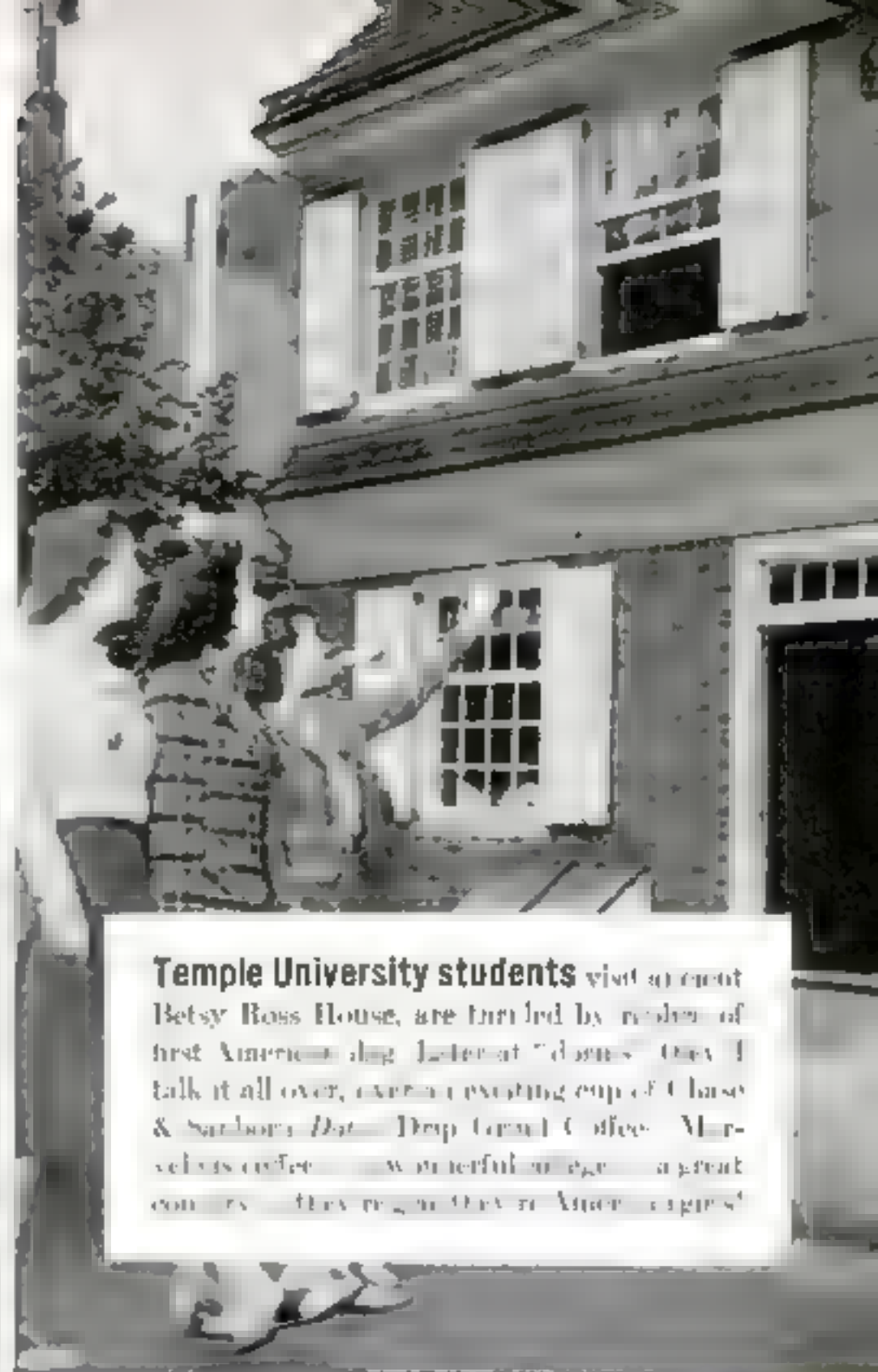
Toy animals are popular with all Alpha Chi Omegas. "B. J.'s" menagerie consists of three fuzzy rabbits, pink elephant, panda, metal-dog, piggy bank, ivory elephant.



Finished room has a homey, lived-in appearance. Albert Richard football map, showing the football leagues and the location of prominent colleges, decorates one wall.



Mr. W. Porter Ogelsby, Jr., and son, John, descendants of American Revolutionary heroes, visit Independence Hall, view famous Liberty Bell. Mr. Ogelsby says: "I like everything American, including American food. After a trip I can't wait to get back to a real American cup of coffee—Chase & Sanborn Dated Coffee—rich, delightfully stimulating—what a delicious, finest way to start the day."



Temple University students visit ancient Betsy Ross House, are thrilled by recollections of first American flag. Later at "dinner" they talk it all over, extra exciting cup of Chase & Sanborn Dated Drip Grind Coffee. "Marvelous coffee—wonderful aroma—a great country—they're in their American spirit!"

Chase & Sanborn's "friendly flavor" rings the bell in Philadelphia, "Cradle of Liberty"

All afternoon Ann has watched Henry press buttons at The Binkles last time—test planes. "Wish I could kiss her bottom and get a cup of Chase & Sanborn Dated Drip Grind Coffee." Ann's Place right across the corner. Henry: "That's the kind of modern miracle we can't appreciate." Ann says: "Aroma straight from heaven—flavor that makes the sea shine on a rainy day—send me to it!"

George Washington's winter headquarters at Valley Forge are now popular wedding headquarters. 542 couples, this year. Belle and Albert Green are starting their married life in the All-American plan—Early American House, Federal Furniture, famous American coffee, used all over the United States, it's gloriously heart-warming day. Chase & Sanborn Dated Coffee—"Friendship in a cup!"



Devon Horse Show is one of most fashionable in country, is enthusiastically attended by all the Main Lines. Deborah Road, owner of "Sultan" and "Sever Play" and winner of two coveted cups, joins a group of friends for a cup of coffee. What with 2 trophies, 27 medals and the delicious, purring tang of her favorite Chase & Sanborn Dated Drip Grind Coffee—Miss Road's cup is full!



Sturdy Philadelphia sport is sculling on the Schuylkill River. Bill and George Pepper, of University Barge Club, have their workout—arranged for early and real tea-time coffee—full strength, full-flavored Chase & Sanborn Dated Drip Grind, rushed fresh from roasting ovens with late delivery right on the money saving package.



The Hammonds of Bryn Mawr appreciate the best. Fridays, enjoy famous Philadelphia Orchestra. Saturdays, listen to Edgar Bergen's famous Charlie McCarthy. NBC Red Network, Chase & Sanborn program Every Day, serve one of world's finest mountain grown coffees—Chase & Sanborn Dated Coffee, famous for flavor!

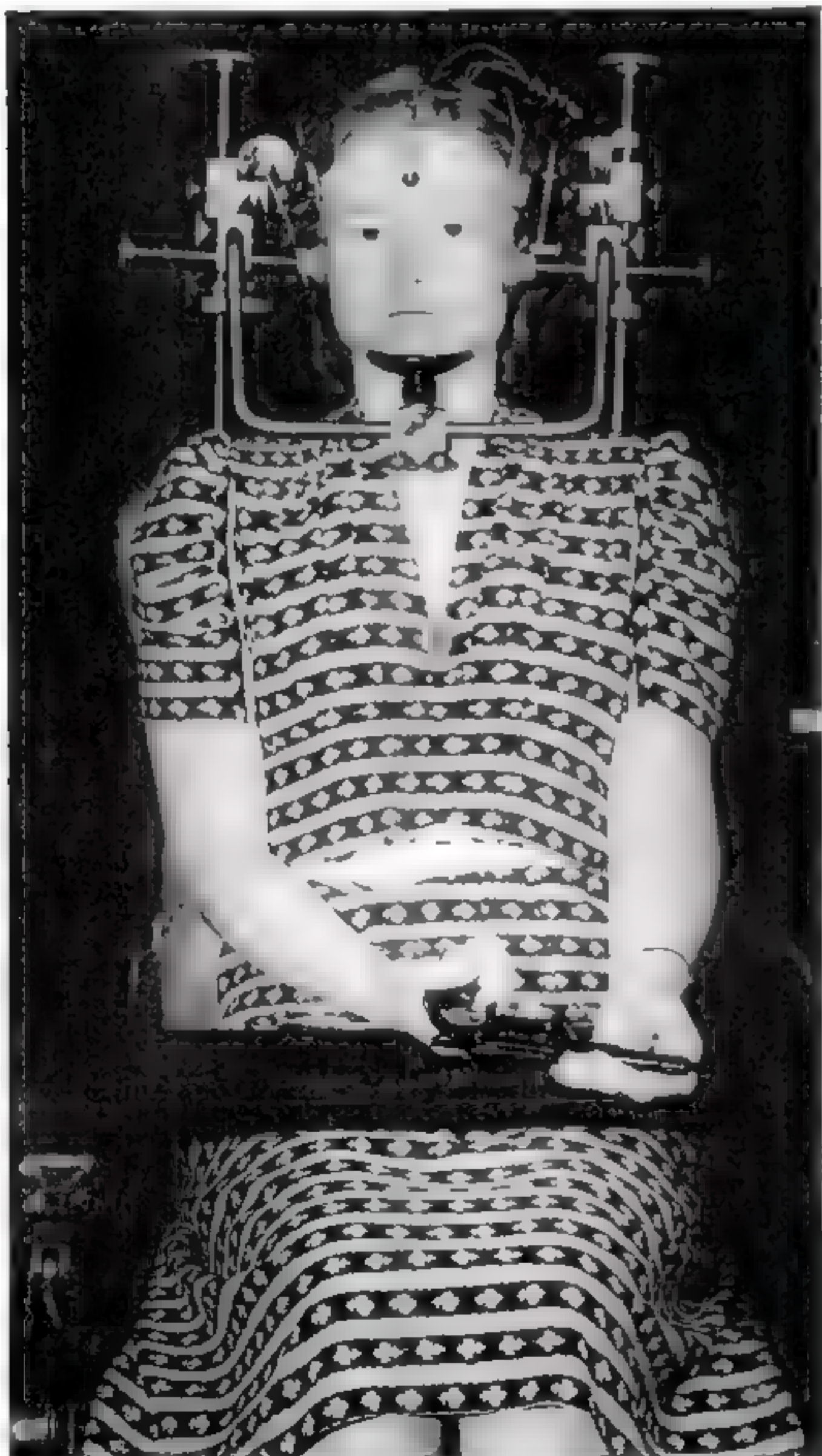




CHICAGO SCIENTIST STUDIES EFFECT OF BRAIN OPERATIONS ON BEHAVIOR

For the psychologist exploring the mysteries of the living human brain an important clue is provided by patients who have undergone brain operations. The clue lies in the correlation between the section of the brain removed and the resulting changes in behavior patterns. This phenomenon has for the last five years been the subject of an intensive study by Dr. Ward Halstead, physiological psychologist of the University of Chicago. To translate human behavior to scientific data, he has developed a most ingenious laboratory.

A vital part of the study centers around Dr. Halstead's eye laboratory. Here the subject sits in total darkness, strapped in a converted barber chair, head pinioned in a metal brace, with earphones blotting out hearing and electrodes recording every flicker of the eye. With the subject's attention thus riveted on the projection screen in front, it is possible to take exact quantitative measure of powers of perception, discrimination and concentration. An interesting discovery is the optical illusion illustrated on the opposite page. To a normal subject a point of light, though fixed, seems to travel erratically over the whole field of vision. For a subject with half vision resulting from a brain operation, the light spot seems to travel just as erratically into the blind portions of his visual field as into visible portions.



In observation chair subject's eyes are fixed on screen. Reactions are signaled by electric pistol, which does not distract attention. Demonstration here is by model.

CONTINUED ON NEXT PAGE

CELEBRATING 25 YEARS OF SERVICE TO
AMERICAN HOUSEWIVES...THE MAKER OF

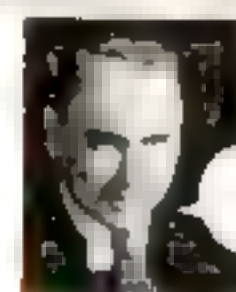
PYREX WARE OFFERS



JUST SEND 35¢
AND LABEL FROM A PYREX DISH

What a grand offer! This smart new Table Saver, made from the same famous glass used in Pyrex brand ware, was designed by the noted New York stylist, Lorele Gould. Attractively inscribed with your own initial. It heats steaming hot dishes, has a dozen other handy uses. It's easily washed, can't get shabby or worn.

Remember, the Pyrex Table-Saver is *not* for sale! There's just one way you can get it. Mail 35¢ and the label from a Pyrex Ovenware or Flameware dish to Pyrex Table-Saver Headquarters, Box 34, New York, N.Y. Hurry! Offer limited. Clip coupon now as a reminder when you shop.



SEE HOW
MANY WAYS
YOU CAN USE IT

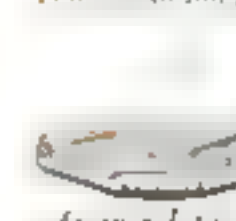
Designed by Lorele Gould
in Lucerne, New York



As a hot plate



As a trivet

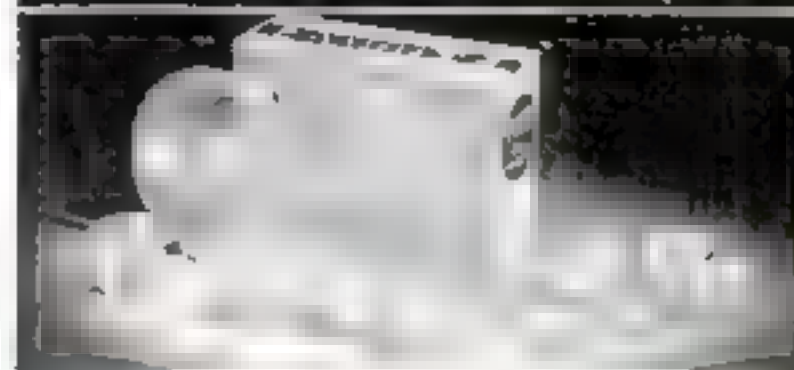


As a hot tray



As a server

BE A BETTER COOK WITH PYREX OVENWARE AND FLAMEWARE



9 piece "Economy" \$179 set. Bake, serve and store with this grand Ovenware set! Includes the 9 1/2" pie plate, 8-oz. level full red-marked measuring cup, and six 4-oz. custard cups with handy wire rack. Packed in smart new gift box only **79¢**



Double-Duty Casserole. Cover serves as an extra pie plate. Faster baking in glass. 4 sizes in 2-qt., 1 qt. **50¢**



Flameware saucepan. Straight sides, flat bottom. Glass handle, glass cover. 3 sizes, 1 qt., 1 1/2 qt., 2 qt. **\$1.65**

HERE'S ALL YOU DO!

1. Go to your store. Select one of more thrifty Pyrex dishes from the big 25th Anniversary display.
2. Soak off label and mail to us with coupon and 35¢.
3. If you act quickly, you can have all the Table-Savers you want. Just include 35¢ and a label for each one. Offer good in U.S.A. only and subject to state restrictions.

CLIP COUPON TODAY!

Pyrex Table-Saver Headquarters
Box 34, Dept. D-92, New York, N.Y.
Please send me _____ Pyrex Table-Savers free of postal charges. I am enclosing 35¢ and one Pyrex ware label for each Table-Saver ordered. Print initial desired _____

Name _____

Address _____

City _____

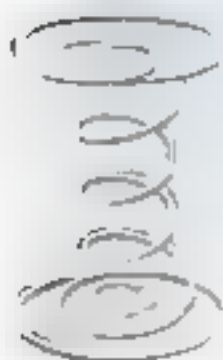
State _____

This coupon expires Oct. 8, 1940



Vitalized Cushioning

IS UNFAIR TO SHEEP



Do you try to go to sleep at night bent like a croquet arch over a tough-sprunged mattress? . . . Or slumped into a hammock, or cramped in a trough by one that lets you down? These are only a few of the ways that old-style mattresses, without your *—ing* it, could spoil your rest, invite sleeplessness. *Un*

Recently millions of the sheep-people-used-to-count have gone out of business. Reason—Serta perfected and patented Vitalized Cushioning that, literally, *puts you in shape for sleep*.

This new steel-ribbon type of inner springing buoys you up, adjusting perfectly to every part of your body. No matter what you weigh, it maintains the same feather-light, resilient support of your vital organs. *You'd have to fight to assume a cramped, circulation-congesting posture on Serta's Perfect Sleeper Tuftless Mattress.* Not even a tuft or knot interrupts its deep-sleep smoothness.

Isn't it time you accepted this invitation to utter relaxation, the prelude to years of restful slumber? For the greater resiliency of Vitalized Cushioning is also more enduring. Ask your department or furniture store for Serta's Perfect Sleeper, the original tuftless inner-spring mattress, priced at \$39.50 (West Coast and Canada \$42.50).

Look for this National Lloyd's Insurance guarantee tag—extended only to Serta mattresses and Sofa Beds with Vitalized Cushioning.

Serta's



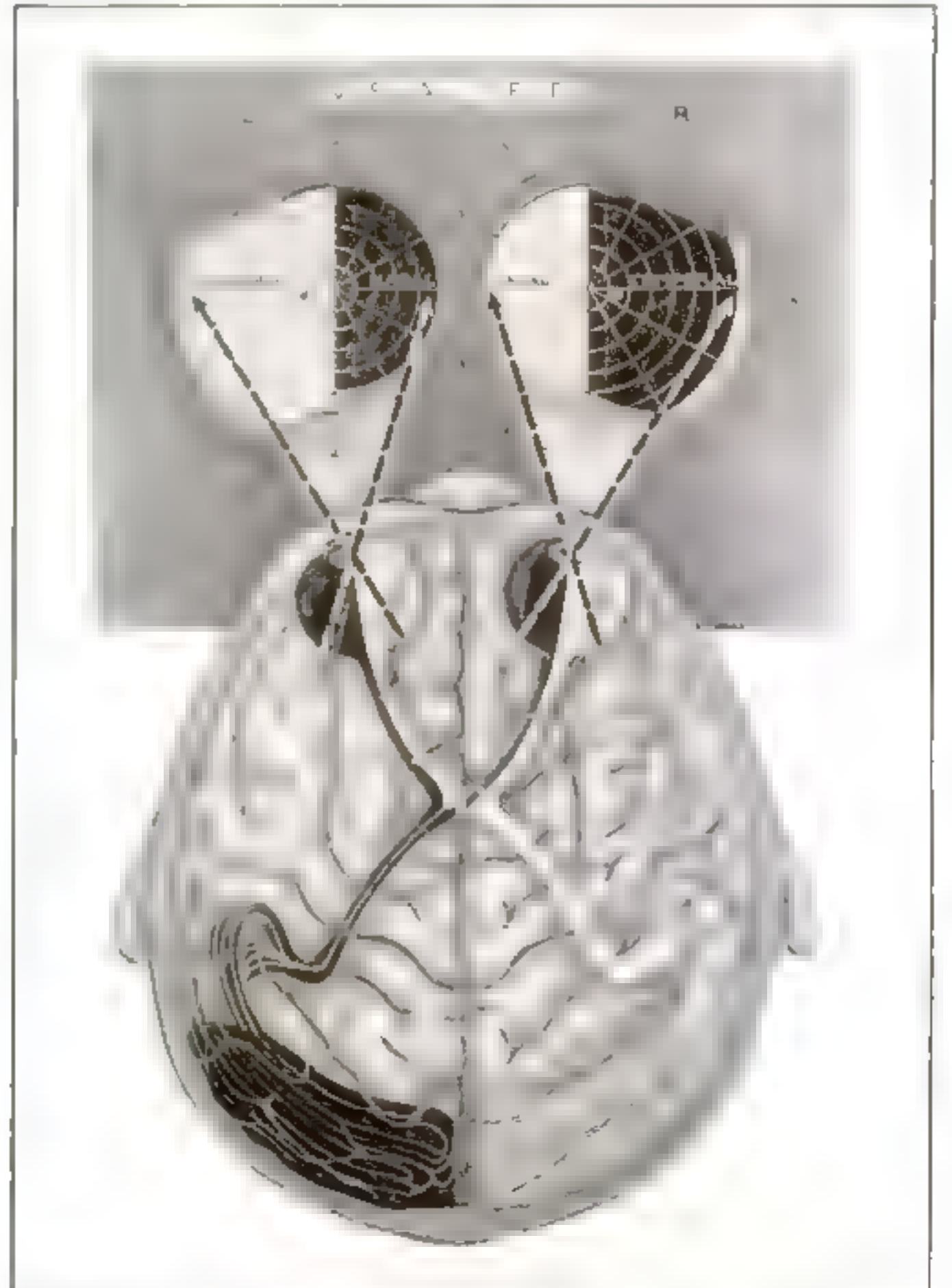
PERFECT SLEEPER TUFTLESS MATTRESS

ALSO RESTAL-KNIGHT, SMOOTHREST, TINY SLEEPER. COILUX, GOLD COAST, BOX SPRINGS TO MATCH, AND SOFA BEDS.

Brain study (continued)



Rotating drum measures visual field. Normal eyes move symmetrically following lines on rotating drum in clockwise or counterclockwise directions. Asymmetrical movements indicate reduced visual field which can be correlated with brain injury.



Visual fields of two normal eyes overlap. Halves of the sensitive areas of both eyes are connected by separate nerve fibers to both sides of the brain. This reduces the effect of brain lesion on the combined visual field of the two eyes working together.

CONTINUED ON PAGE 61

AXIOM: PALL MALL IS A SMOOTHER CIGARETTE



EXPLANATION: *Good old-fashioned Bulking mellows the smoke*

● It is an axiom that Pall Mall smokers enjoy a noticeably smoother smoke.

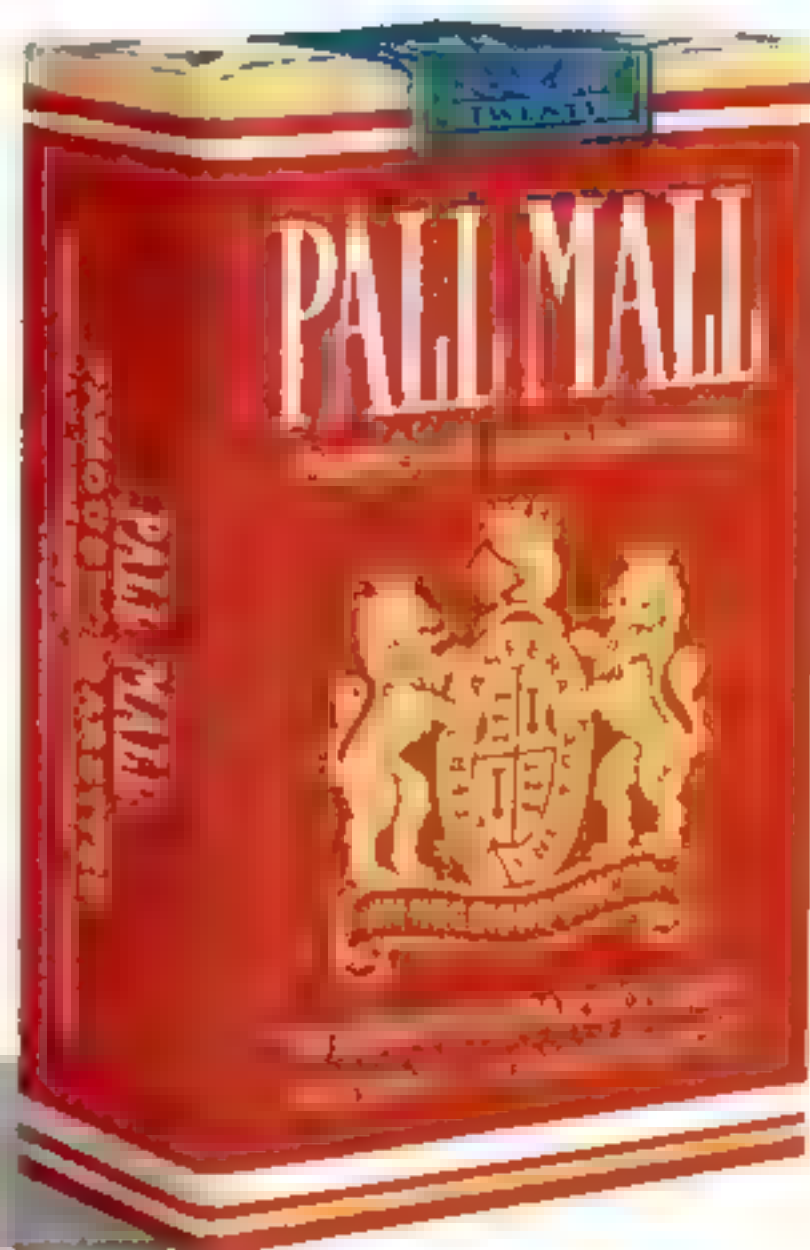
The explanation is to be found in the revival of BULKING... a slower, more painstaking process of working tobaccos, which mellows the smoke.

In BULKING, the magnificent Pall Mall tobaccos are rested in fragrant heaps until slowly they generate a warmth of their own. As they do, harsh qualities become mild... and time (careful, conscientious workmanship does take time) releases subtle flavors and aromas which permeate every shred of tobacco. The result: a mellower... a really smoother cigarette.

It is a significant fact that with Pall Mall there is noticeably less cigarette stain, or none at all. The fingers of your friends who smoke Pall Mall regularly offer visible proof of this important advantage.

And because the additional length of this distinguished cigarette travels the smoke further, it is impressively cooler.

Yourself, try Pall Mall critically!





SOMEBODY'S MISSING

There's somebody missing in this picture of contentment . . . and it won't take you long to find it out.

In fact, it won't take you long to complete the picture . . . no matter where you live. For friendly, well-travelled Johnnie Walker is as available in Borneo as in Boston, in Tangiers as in Tucson, in Johannesburg as in Joplin.

Not indispensable, mind you . . . but pleasant to have at hand when the mood calls for a rich sip of that flavour which speaks of Scotland's finest to so many tongues.

Little wonder, then, that Johnnie Walker Black Label is one of Scotland's proudest exports. For people of taste everywhere agree . . . there's no finer whisky than Scotch, and Johnnie Walker is Scotch at its smooth, mellow best. Sip it . . . and see!

IT'S SENSIBLE TO STICK WITH
JOHNNIE WALKER
 BLENDED SCOTCH WHISKY



BLACK LABEL 12 YEARS OLD (86.8 proof)
 Canada Dry Ginger Ale, Inc. • New York, N. Y. • Sole Importer

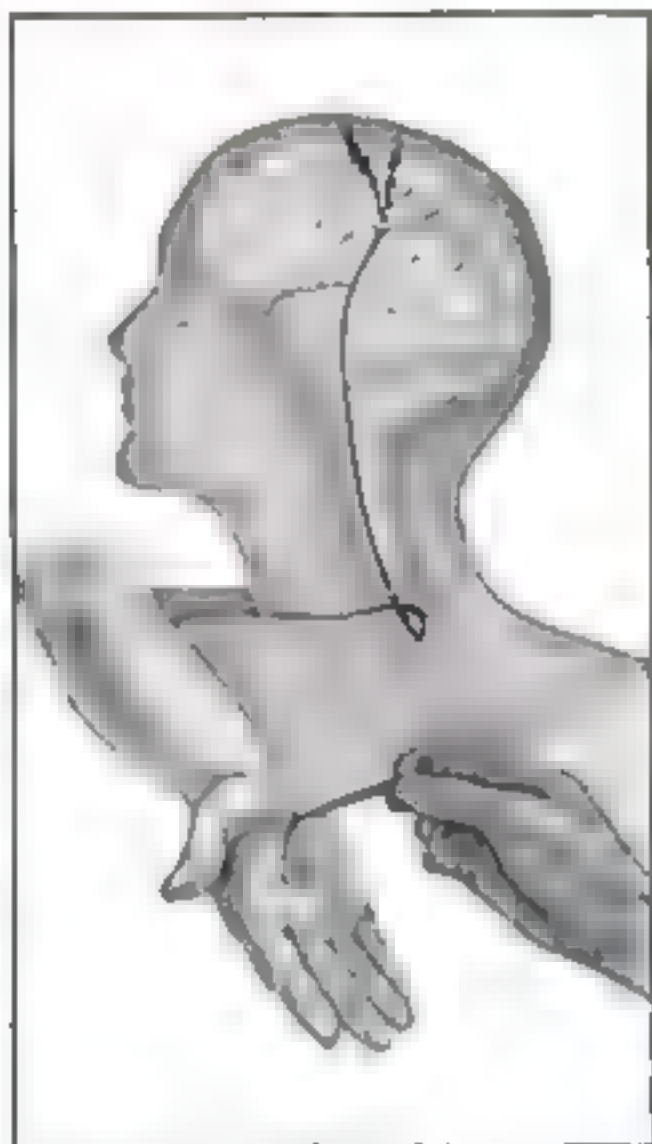
Brain study (continued)



Hand discrimination is tested by placing objects for identification in palm of subject. Sensory nerves of hand are crossed in brain, as are optical nerves (see below).



Discrimination centers of brain are separate from the elementary touch centers.



Touch centers may not be affected by lesion that blots out discrimination centers.



Hand sensitivity is tested by graduated hairs touched to marked spots on the palm. This test may serve as a check on failure of the subject to discriminate accurately.

I GOT PAID FOR BEING CLUMSY!



JOHN STORMED... I'D
RUINED A \$1.50 SHADE
BUT HE DIDN'T KNOW
WHAT I'D SEEN AT
THE 5c & 10c STORE



THERE! AREN'T THOSE
CLOPAYS STUNNING!

WHAT... ONLY 35c?

AND YOU
CAN SCRUB
THEM!



JOHN WAS SO IMPRESSED WITH MY 5c AND 10c STORE DISCOVERY

"John said, 'Honey, you're a bargain-hunter deluxe! When I look at those CLOPAY Lintones I'd swear they were linen—and only 15c! ... But it's our CLOPAY Washables, I marvel at—with that lovely oil painted finish that washes like glass! For a mere 35c! I'll say you can't beat the 5c and 10c stores for window shade bargains—their CLOPAYS saved dollars for me!'"

A complete line 46 x 6 size, ready to attach to roller without tacks or tacks. Clopay Shade more—10¢; Clopay Lintone—15¢. Complete on roller with washable oil finish: Clopay Lintone—45¢; Clopay Pique—45¢.

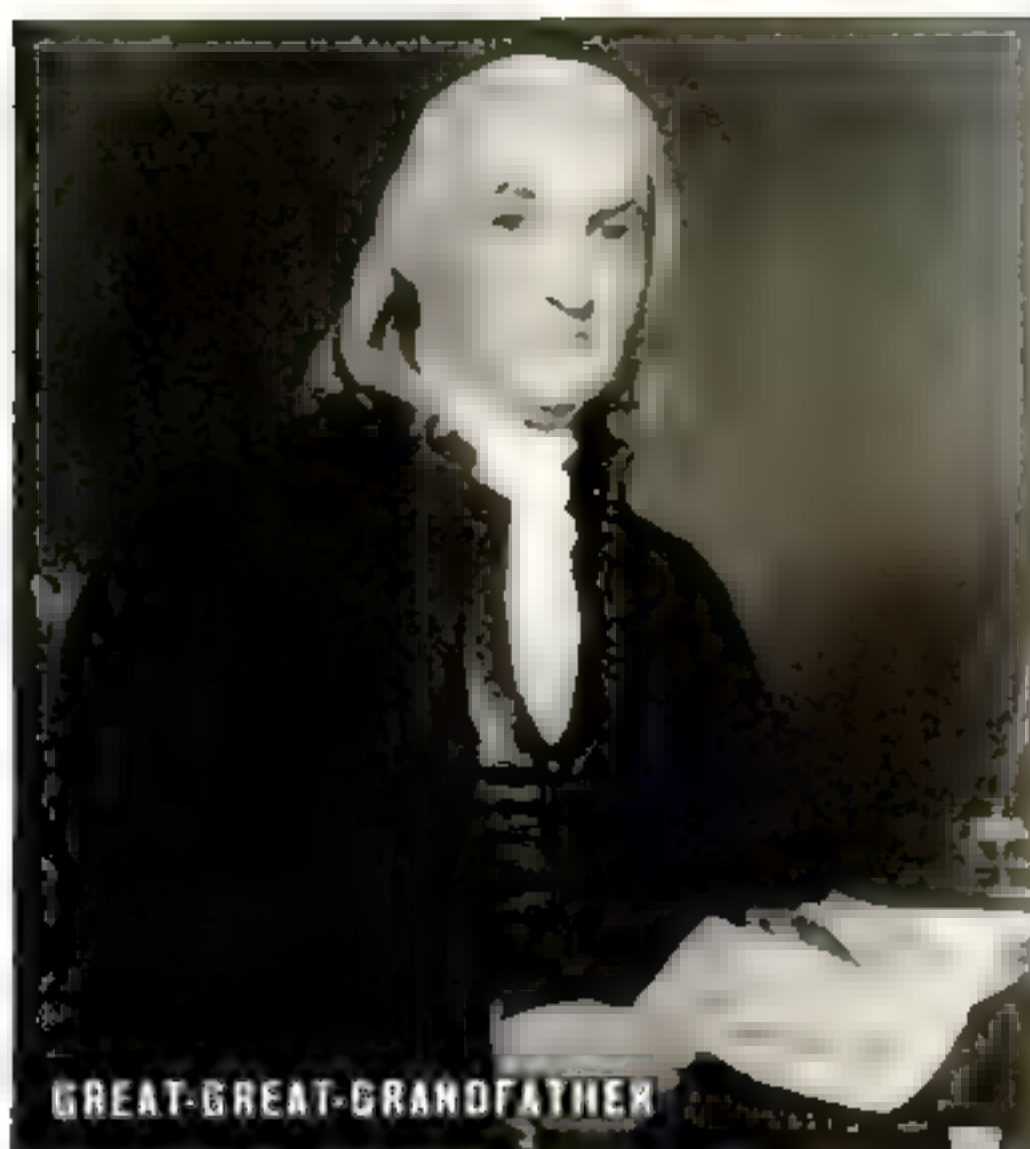
Some items slightly higher Denver and West

*BUT WINDOW SHADES AT THE 5c & 10c STORE?

Yes—at 5c to \$1 stores, near barbers, variety and hardware stores everywhere. You'll be amazed at the complete window shade departments—offering sensational values in good, handsome Clopay window shades—from the up! And 5c stamp for set of 49 color samples to Clopay Corp., 1370 Clopay Square, Cincinnati, Ohio.

CLOPAY WINDOW SHADES

THE ROOSEVELT FAMILY



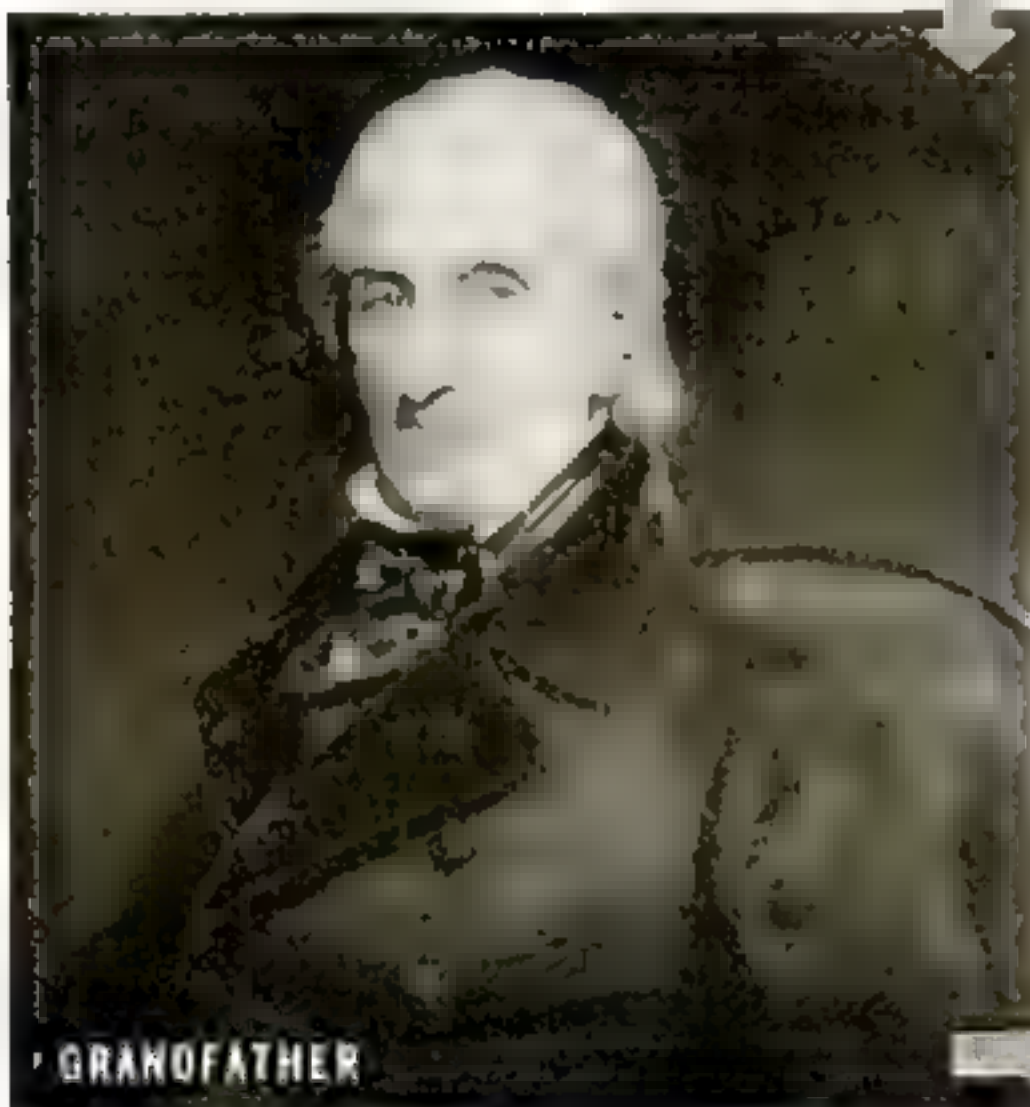
GREAT-GREAT-GRANDFATHER

Isaac Roosevelt built New York's first sugar refinery, was a member of the Continental Congress and Council of War, fought under Washington and attended Constitutional Convention. He was a State Senator for six terms.



GREAT-GRANDFATHER

James Roosevelt owned a 400-acre farm bounded by what is now Fifth Ave. and the East River, 110th St and 129th St. in Manhattan. Like his father he was also a New York banker, but he preferred farming.



GRANDFATHER

Isaac Roosevelt II went to Princeton and became a doctor but never practiced as he could not stand the sight of human pain. He then turned to farming near Poughkeepsie, later moved up the river to Hyde Park where he spent most of his time reading.

Joseph Alsop and Robert Kintner, whose *American White Paper* was a best-seller last spring, are the best known of Washington's younger political commentators. Their column *The Capital Parade* appears in 107 papers. Their previous contributions to LIFE have included the Close-ups of Secretary of the Interior Harold L. Ickes, Senator Arthur H. Vandenberg and Senator and Mrs. Robert A. Taft. Mr. Kintner, 31, is a native of Stroudsburg, Pa., a graduate of Swarthmore and, like Mr. Alsop, a onetime reporter for the N. Y. Herald Tribune. Mr. Alsop, 29, is a product of Groton and Harvard and himself one of the Roosevelt family's innumerable distant cousins. The pictures which accompany their investigation of the Roosevelt family tree were assembled by LIFE from various sources including the Roosevelt family albums.



JAMES ROOSEVELT'S FARM, ENCLOSED BY THE WHITE LINE, COVERED HALF OF WHAT IS NOW HARLEM



FATHER

James Roosevelt II graduated from Union College and Harvard Law School. He managed his father's estate sitting on the boards of industrial companies and railroads. He lived at his Hyde Park home which he built a few miles from his father's.



FATHER'S FIRST WIFE

Rebecca Brien Howland Roosevelt died in 1876 long before F. D. R. was born. She was the pious, wealthy daughter of a New York merchant whose money had been made in the booming trade with China. She had only one son.

ALBUM

FRANKLIN D., THE CHILD OF A VANISHED RACE OF HUDSON RIVER ARISTOCRATS, DID NOT BETRAY HIS CLASS SINCE HE HAD NONE

by JOSEPH ALSOP & ROBERT KINTNER

Boston used to divide the Forbes clan, according to the fashionableness of their carriage horses, into long-tailed, bang-tailed and dock-tailed Forbeses. It is a pity there is no such simple classification for the Roosevelts. There are the rich Roosevelts and the poor Roosevelts, the Roosevelts of Roosevelt & Co., whose private bank was the nation's oldest; the Roosevelts of Roosevelt Hall, whose Latrobe house in Skaneateles, N. Y. is the tribe's finest; the Oyster Bay or, as Frank Sullivan said, out-of-season Roosevelts, and a great many others. There was once even a branch, born under a cloud, who were known as "the Paris penal colony." The tribal cohesiveness is only slightly less astonishing than the tribal complexity.

As a sample complexity, Helen Roosevelt, daughter of the President's half brother "Rosey," married Theodore Douglas Robinson, nephew of T. R. As T. R.'s niece then married the President, the White House children and the Robinson children are now triply related, being simultaneously sixth cousins, second cousins and half first cousins once removed.

The easiest way out is to remember that the 17th Century Dutch peasant who emigrated from the village of Roosevelt to the town of Nieuw Amsterdam had two grandsons, Jacobus and Johannes Roosevelt. (Being peasant stock the family had no patronymic and took the village's name for its own.) From Jacobus springs the Hyde Park line, which is mercifully without collaterals. Johannes the elder was the forebear of all other Roosevelts.

Jacobus' son, Isaac, born in 1726, was an extremely hardheaded fellow who built New York's first sugar refinery in his back yard, made a mint of money from sugar and rum and was president of the city's first bank, the Bank of New York. He fought for the Federal union, side by side with his friend Hamilton, in the New York Constitutional Convention and was a leader of the Federalists, the Party "of wealth and talent." Just when or why all the Roose-

velts transferred to the far-from-respectable Party of Andy Jackson, no one seems to know. It was certainly not in character with the elder line, for Isaac's son, James, a wise investor in city property who owned half of Harlem, preferred the society of the last patroons and moved to an estate, Mount Hope, at Hyde Park on the Hudson.

James's son, Isaac II, trained as a doctor, could not bear the sight of human suffering and never practiced. With the ineffectual Isaac II the family might have sunk into obscurity had not the President's forceful father, James II, married well and built the fortune up again. It was James II, incidentally, who bought the present Hyde Park place to house his trotting horses when Mount Hope burned.

The President's father: a period piece

James Roosevelt II was born in the Presidency of John Quincy Adams. He inherited the fortune made by a crony of Alexander Hamilton. As an ardent youth on the Grand Tour he fought for freedom with Garibaldi's legion, and he made his most important decision just after the Civil War when he, alone among Roosevelts, returned to the tribal allegiance to the Democratic Party. For business he followed his investments into railroading, becoming an official of the Delaware & Hudson and other roads. But chiefly he lived the spacious, leisured, forgotten life of the last century's rich Hudson River gentry, whose big places' very names—Algonac, Staatsburg, Steen Valletje, Mount Hope, Tivoli, Rosedale—now sound so charmingly dated.

Paris and London, his English friends' country houses, the German spas or the hunt at Pau saw James Roosevelt almost every year. As a giver of the Patriarchs' Balls he was a personage in the ineffable Ward McAllister's New York. At Hyde Park he was a respected squire and famous sportsman, and he bred Gloster, the first trotter to do the mile under 2:20. He sold his stable

in the 1870's because trotting racing was no longer a "gentleman's sport" and he probably felt the same way about politics, although he admired Grover Cleveland who offered him a legation. He smoked cheroots, wore mutton-chop whiskers, did his duty by his community and was high-minded, shrewd and honorable. Withal, he was already a period piece when he died in 1900.

He married first Rebecca Howland, mother of "Rosey" Roosevelt, and second the President's mother, Sara Delano, who is now at 85, a living, breathing historical monument. Emerson was her family friend and Dr. Oliver Wendell Holmes physicked her babyish whooping cough. Her father, Warren Delano, lost his China-trade fortune in the panic of 1857 and when he returned to Hong Kong to make another, little Sally, her mother and seven sisters and brothers followed him, making a 125-day voyage round the Cape of Good Hope on the celebrated clipper *Surprise*. She can still sing the chantey, *Down the river hauled a Yankee clipper and it's blow, my bully boys, blow* as the Yankee sailors sang it making landfall at Java Head. As a girl with her hair just up, tasting her first semi-grown-up gaieties in Paris, she stood on a balcony on the Avenue de l'Impératrice to watch the lovely Eugénie driving in the Bois. And she met and fell in love with her husband (he was 52, she 26) at a dinner party at Mr. Theodore Roosevelt's in 1880, a year or so before his odd son startled polite New York by an interest in that dirty business, politics.

By birth a beauty, strictly brought up in an atmosphere of unchanging security, she derives from this double endowment a composure that has rarely been shaken, even in these years when persons she regards as excessively eccentric sometimes visit Hyde Park in her son's mingled train. With iron health, a vigorous mind, conservative views and intensely possessive affections, she is a born matriarch.

Despite the disparity of their ages, she and

CONTINUED ON NEXT PAGE



FATHER AND HALF BROTHER

James Roosevelt Roosevelt (right) was so named because his father (left) disliked the term "Jr." As a result his son's nickname was "Rosey." He was Franklin D.'s half brother. The dogs belonged to his sportsman father



MOTHER

Sara Delano Roosevelt, now 85, was James Roosevelt II's beautiful second wife who also belonged to Hudson River landed gentry. She authored a book called *My Boy Franklin* about their son, born in 1882. She was 26 years younger than her husband



FRANKLIN D. ROOSEVELT

At the age of 3 Franklin D. Roosevelt looked like this with his hair in curls. At 5 he was taken to the White House to meet President Cleveland who said: "I'm making a strange wish for you, little man . . . I hope you'll never be President."



"Rosey" Roosevelt, a dashing Edwardian dandy, drove this four-in-hand with his first wife, the former Helen Astor, seated beside him. Her mother was Caroline Astor, the great

New York society matron of the day, whose ballroom was big enough to hold 100 dancing couples. Rosey was president of the Coaching Club and a U. S. diplomat in Vienna and

London and an international figure at Europe's spas and resorts. He died in 1927 before his half brother Franklin, whom he cherished, became Governor of New York or President

(continued)

James Roosevelt were very happy and the birth of their son made their cup of joy run over. They were doting parents, keeping the boy by them until he was 14, carrying him back and forth with a cortege of tutors and governesses between Hyde Park and Europe. As James Roosevelt set the tone for the little family, Franklin Delano Roosevelt, by a strangely tortured chronology, grew up in the atmosphere of an earlier generation. By rights he should have been, like his half brother Rosey, an Edwardian American.

Rosey Roosevelt beautifully completes the

curious contrast between the President and his background. He was one of the privileged people who disported themselves so handsomely in the happy years before the first World War against the splendid backdrop of prosperity and peace.

The President's brother: Edwardian gentleman

He married Helen Astor, daughter of the old Tartar, Caroline, whose New York ballroom held only 400 dancers. He drove a four-in-hand, was a leader of the Coaching Club and

lunched on Sundays at Staatsburg, the French palace of Mr. Darius Ogden Mills. Cleveland named him first secretary of the Vienna Embassy and in the short, opulent years of Edward VII's reign he was first secretary at London. A man of the world, witty, agreeable, intelligent and kind, he lived on until 1927, taking Elizabeth Riley, a pretty Englishwoman, for his second wife. She still inhabits the house next to the President's at Hyde Park and often accompanies Sara Delano Roosevelt on her queen-motherly progressions. But it is perhaps fortunate that her husband did not sur-

CONTINUED ON PAGE 36



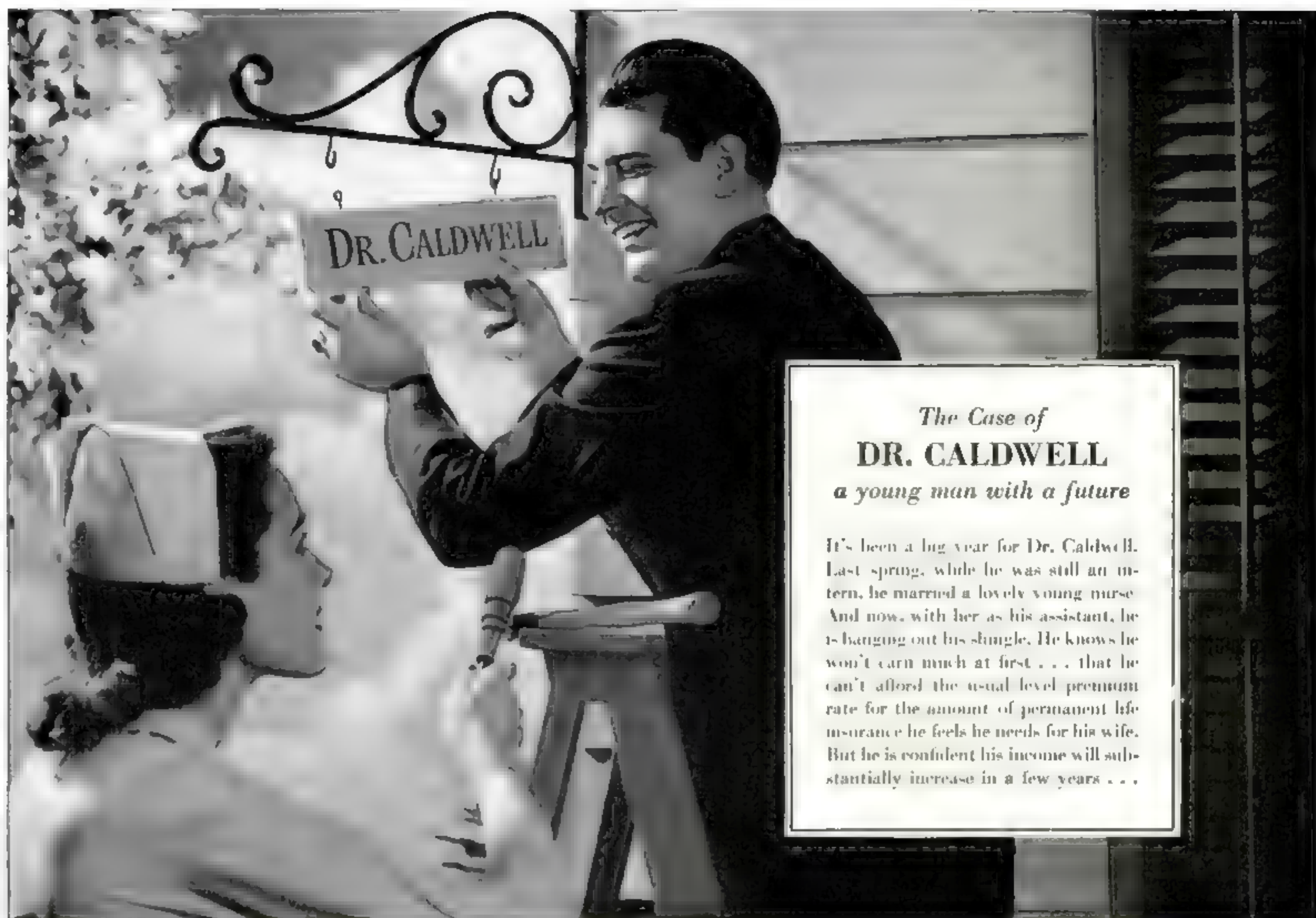
Helen Roosevelt, shown here as she was presented at English court, was Rosey's daughter. Helen married Theodore Douglas Robinson.



James Roosevelt Roosevelt Jr., shown on his goat cart as a boy, is only son of Rosey and Helen Astor Roosevelt and is a half nephew of the President. He inherited Astor money, now lives in seclusion in Kew Gardens, N. Y. Salvation Army is his chief interest.



Elizabeth Riley Roosevelt, Rosey's second wife, was English. She lives next to F. D. R. at Hyde Park, sees much of President's mother



The Case of
DR. CALDWELL
a young man with a future

It's been a big year for Dr. Caldwell. Last spring, while he was still an intern, he married a lovely young nurse. And now, with her as his assistant, he is hanging out his shingle. He knows he won't earn much at first . . . that he can't afford the usual level premium rate for the amount of permanent life insurance he feels he needs for his wife. But he is confident his income will substantially increase in a few years . . .

What kind of Life Insurance Program for a young man who expects to get ahead?

For men like Dr. Caldwell who may reasonably expect an increased income within the next few years, but who are today unable to pay the usual level premium for the amount of permanent life insurance they feel they should have, The Prudential offers a policy called the Modified Life 5.

Q: What is the Prudential Modified Life 5 Policy?

A: It is a "whole-life" policy issued in amounts of \$5,000 or more, and having a "Modified" premium arrangement.

Q: What does "Modified" mean?

A: It means a change in premium rate. In this case the premium for the first 5 years is one half the premium in later years. Thus a man who expects an increased income in the future, or a man who must meet extra expenses during the

next few years, can get the permanent protection he needs without waiting until he can afford to pay the usual level premium rate.

Q: What makes the Modified Life 5 a "whole-life" policy?

A: Premiums are payable during the insured's entire lifetime and the insurance money is payable to the beneficiary whenever death occurs.

Q: Does this policy provide optional methods of settlement?

A: Yes. The person insured may select any of 4 ways in which The Prudential will pay the insurance money, or he may leave the choice to his beneficiary.

Q: What happens if the person insured is disabled and can no longer pay premiums?

A: If total and permanent disability, as defined in

the policy, occurs before age sixty, then the insurance remains in force without any further premium payments during such disability.

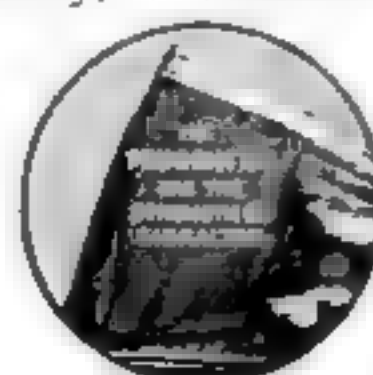
Q: Does this policy participate in dividends?

A: Yes. The first annual dividend usually is paid when the policy is 2 years old. Dividends may be taken in cash, used to reduce premiums, used to buy paid-up additional insurance, or left with the company to accumulate at interest.

The Modified Life 5 Policy is one of the many Prudential policies designed for a particular situation. There is a Prudential policy to fit every life insurance need . . . a Prudential premium-payment plan to fit every purse. For further information on how your particular life insurance problem can be solved, see your local Prudential representative, or write the Home Office.

The Prudential

HOME OFFICE: NEWARK, N. J.



INSURANCE COMPANY
OF AMERICA



Most of us crave certain foods that disagree with us, if only because we eat too much of them. Then the discomfort of an upset stomach . . . gas pains, sour, acid indigestion and simple diarrhea.

Next time, take **Pepto-Bismol**, the pleasant-tasting aid in relieving common upsets due to over-indulgence, hasty eating and improperly prepared or selected food.

Pepto-Bismol soothes your upset stomach—doesn't add to the upset, as drastic, irritating physics do. Neither laxative nor antacid, it quickly helps relieve your stomach distress.

50¢, at your druggist's. Or by the dose at drug store fountains.

Norwich

Makers of "Unigestine"



PEPTO-BISMOL
FOR UpSET STOMACH

© 1954 U. S. PAT. OFF.

THE ROOSEVELT FAMILY ALBUM



Theodore Roosevelt and his brother Elliott (right), who was Mrs. F.D.R.'s father, posed for this studio picture during a hunting trip in West in 1880. Teddy went on to become President. Elliott, a sportsman, drank himself into obscurity and died in 1894.

(continued)

vive into the Presidency of the much younger half brother whom he cherished.

The Federalist burgher, the country gentleman in easy circumstances—as a human prelude to Franklin Roosevelt they seem odd indeed. Wherever you explore his background you find the same apparent incongruity. His mother's people, the Delanos, were rich and dashing. As a child he rode to hounds on his pony and he spent nearly half his early years abroad. He is even one of the few Americans who can claim that rarefied caste mark, a relation mentioned in the pages of Marcel Proust; for a Howland brother of James Roosevelt's first wife married a Frenchwoman and Mme. Howland's Paris salon is described in *Remembrance of Things Past* as a special haunt of members of the Jockey Club. Compared to the Hyde Park Roosevelts, the Oyster Bay branch was scrubby and poor, and among the other Presidents not even John Quincy Adams, passing his youth in unfashionable legations, had so handsome a start in life as the first leader of an American Popular Front.

F.D.R.: child of a vanished race

Prosperous and foolish people sometimes say that the President is a "traitor to his class." The statement is both preposterously comic and quite untrue, for the real lesson of his family album is that he



Anna Hall Roosevelt, F.D.R.'s wife and the President's mother-in-law, was considered second only to Mrs. John Jacob Astor in looks among New York society women. Her portrait was hung in Hall of Beauties connected by a whimsical bachelor



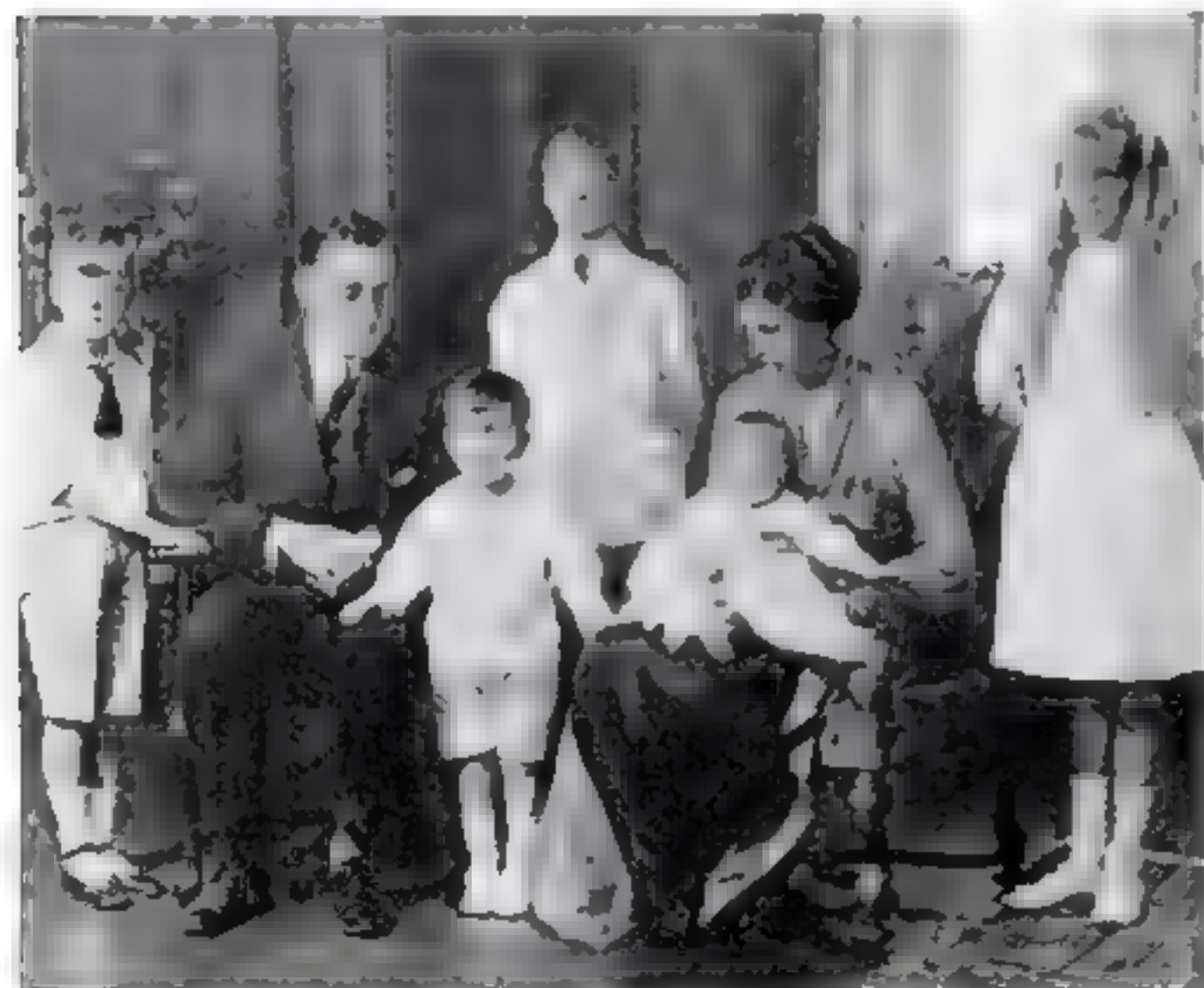
Anna Eleanor Roosevelt, now First Lady, was warned by her mother to be a good girl to make up for her lack of looks



She married **F. D. R.** in 1905 after having been educated in England and after having made an unhappy society debut.

has no class. It should carry the subtitle, "Picture of a Vanished Race." The accident of James Roosevelt's age caused the President to be brought up in the atmosphere of the pre-Civil War American rich. And these once self-confident merchants, entrepreneurs and country gentry found themselves hopelessly adrift in the booming industrial post-Civil War America. Some, like the President's half brother Rosey, managed to accommodate themselves comfortably to the new era. Others failed, taking refuge in cold withdrawal like Henry Adams or fleeing to Europe like Henry James or simply declining into a depressing shabby gentility. But as a class, an organic group with certain habits and privileges in common, they were quite overwhelmed by the big-business age.

Being overwhelmed rarely promotes acquiescence and it is only natural that Franklin Roosevelt never wholly accommodated himself to the big-business *Zeitgeist*. Then too, the President passed most of his youth with older people, was not sent to Groton until two years after his form-mates, and had a mother so devoted she actually moved to Boston to be near him at Harvard. Precocious, an only child, starting after the crowd, he got on poorly with the sons of the rich with whom he was educated. Finally, he married a woman who has always disliked the more luxurious shows and flesh-pots. Thus he was in some sense cut off from the new world in which the world of his father had disappeared, being cut off his mind was liberated and being liberated he struck out on his own course.



F. D. R.'s wartime family portrait shows the then Assistant Secretary of the Navy and his wife with Elliott, Franklin Jr., James, John and Anna. Elliott and Anna have married twice. Franklin Jr. married a du Pont, John married Boston banker's daughter.



"D'ye ken what makes Scotch taste better?"

You guessed it! It's White Rock—the pure *mineral* spring water with a fresh, keen tang that points up and brings out the delicate flavor of your favorite Scotch. 3 thrifty sizes, Split, Standard and Large Party Size.

"Take yoah Rye and Bourbon on the alkaline side, suh"

South... North... East... West... it's all the same. That's why so many smart people prefer unvarying White Rock with their Rye or Bourbon. On the alkaline side, too. Tends to counteract acidity.



"Shure an' it's a mineral water your Irish'll be needin' "

Trust to White Rock's *natural* mineral content—4 times that of ordinary water—to bring out the fine, aged-in-the-wood flavor of your choicest whiskey and to make all your long drinks taste better.



By the way! Have you tried
SARSAPARILLA
by White Rock? It's deliciously
different! Sold at better stores.

JUST ASK FOR SCOTCH (OR RYE OR BOURBON) AND

White Rock

WHAT DO YOU KNOW ABOUT *Voting?*

By GEORGE A. CLANREIDAN
(Lexicographer, Encyclopedist, Radio Broadcaster)

We Americans take to voting as naturally as we do to breathing. But our system didn't just "happen"; it was

developed through years of trial and error. Here is how many present-day election customs came into being.



Why
"Ballots"?
and Why
"Cast"?

When the ancient Roman voted, he tossed a little ball into a round container that looked like a wastebasket. White balls signified "Yes"; the dreaded black balls meant "No".

Today we slide a folded piece of paper through a slot in a box—or we operate a modern voting machine. But it is still called

"casting a ballot", which actually means *throwing a ball*.

Counting Our Heads

Voters used to be counted by the head, as were cattle. Another word for head is *poll*. So a spot where *we*—and our votes—are counted is still a *polling* place.

Say It With Chalk

The Roman office-seeker whitened his robe with chalk, as a sign of good, clean politics. The word for white was *can-did*—hence our term *candidate*. Today, when a speaker says, "I'll be candid with you," he means "I'll be *white* with you."



VOTE WITH THE LOVERS OF REAL BEER

*Until You Try That Even Finer
You'll Never Know How Really Good
a Bottle of Beer Can Be*



P.S.

For almost a century the supreme quality of Schlitz Draught Beer has made it the choice of those who love real draught beer.

So far as beer is concerned, the election is over. It's a landslide for that *even finer Schlitz*. Lovers of real beer like its buoyancy, brilliance and full, fine flavor. They say it's the grandest beer they ever tasted. And you too will say the same. So try that even finer Schlitz today. Order it by name—wherever fine beer is sold—by the drink, by the bottle or by the can.

IT GETS THERE *FAST*

STEPPED UP *FIRE-CHIEF*

... the gasoline that keeps
car engines alert ...

A little pressure on the starter...your engine snaps to action. A touch on the accelerator and you're away.

That's stepped-up *FIRE-CHIEF* performance for you...eager...effortless...alive! Quicker starts...smoother go...and real economy every mile you drive. That's what controlled volatility *plus* knock-free smoothness does.

Fill up with stepped-up *FIRE-CHIEF*. At its price you can't get a better gasoline.



at
**TEXACO
DEALERS**

Texaco Dealers invite you to tune in The Texaco Star Theatre—starring Kenny Baker and Frances Langford Every Wednesday Night—C. B. S.—9:00 E.D.T., 8:00 E.S.T., 8:00 C.D.T., 7:00 C.S.T., 6:00 M.S.T., 5:00 P.S.T.

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Football (continued)



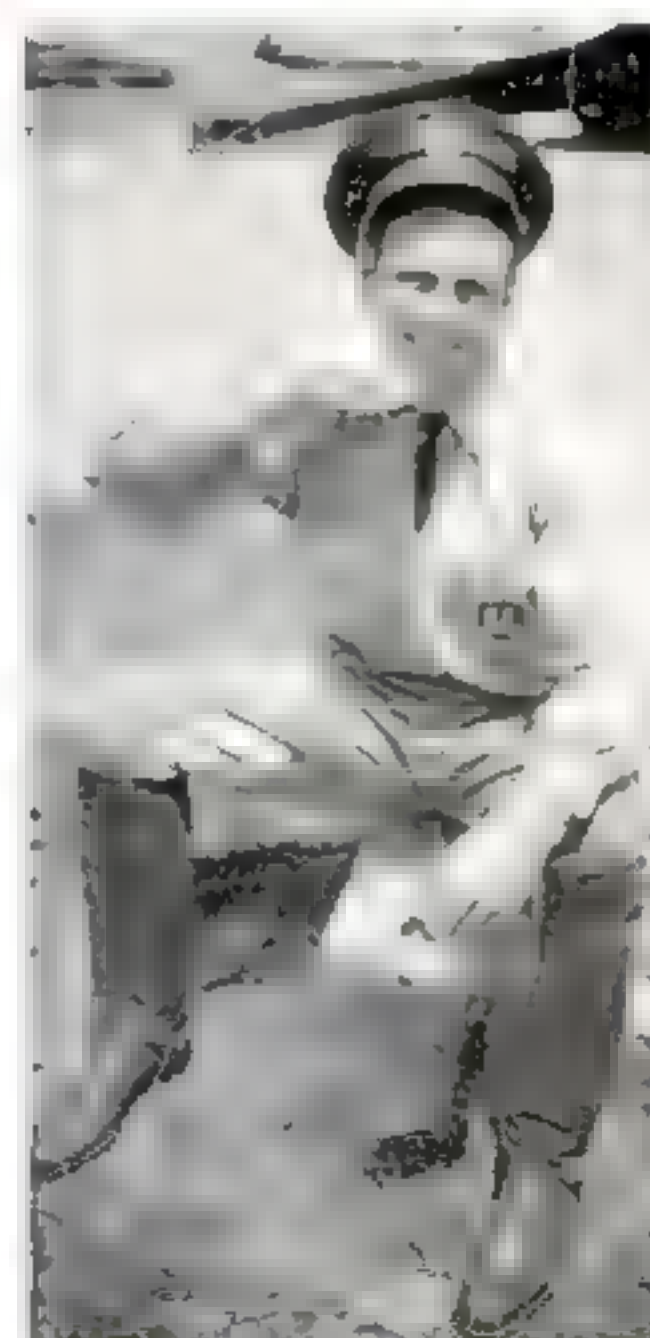
John Kimbrough, fullback and best player, worked as counselor at a boys' camp



Earl ("Bama") Smith, fast ball carrier, worked on oil derrick in East Texas fields.



Tommie Vaughn is the center and calls signals on defense. This summer he went to Army camp at San Antonio, then worked at Aggie service station in College Station.



"Tommie" Thomson, blocking back, also went to the Army camp at San Antonio.



"Dookie" Pugh, quarterback, spent the summer studying and working in an inn.

Life

BEGINS AT HOME with Virginia House

TODAY . . . you, too, can entertain in an atmosphere of rare cordiality . . . can recapture in your own home the traditional charm of the Old South . . . with romantic Virginia House Maple. Your local furniture or department store will gladly show you these and many other famous Virginia House groupings, for both your bedroom and dining room . . . furniture you will be proud to own, and priced to meet your own household budget. And remember, you can furnish an entire room in genuine Virginia House Maple for no more than you would pay for ordinary furniture.

As an additional service, your local Virginia House dealer will place a suite of beautiful Virginia House Maple in your home for a small down payment, the balance to be paid in convenient budget payments.

YESTERDAY . . . when guests arrived, hospitality reached its zenith in the Old South. And hospitality was more than a word of welcome in those glorious days. For equally as important as splendid manners and customs, was the background for graciousness afforded by architecture and furniture of traditional character.

"THE HANOVER"—awakening all of the charm and culture of the Old Southland. Price shown includes: Bed, Chest, and choice of Vanity or Dresser. Also available with Chestrobe, Chest-on-Chest and Chest-Desk, slightly higher.

\$69⁵⁰*

"THE STRATFORD"—fashioned in the graceful proportions and rugged simplicity so characteristic of Early American furniture. Price shown includes: Dresser, Chest, and Bed. Also available with Chest-Desk or Chestrobe, slightly higher.

\$79⁵⁰*

"THE WESTMORELAND"—a tasteful and delightfully quaint suite of unusual dignity and purity of design. Price shown includes: Dresser, Chest, and Bed. Also may be had with Vanity or Chestrobe.

\$89⁵⁰*

"THE BUCCANEER"—for the nautical-minded. A suite that radiates adventure and romance. Price shown includes: Dresser, Chest and Bed. Additional pieces: Vanity, Chest-Desk, Chestrobe—at correspondingly low prices.

\$98⁵⁰*

"THE CUMBERLAND"—inspired by Virginia's colorful frontier days. Price shown includes: Wagon Wheel Bed, Chest-on-Chest, and Wheel Mirror Vanity. Available with Panel Bed, Chest and Dresser at \$74.50.

\$89⁵⁰*

The above prices, at Martinsburg, Va., are base prices for average groupings. Your local dealer will add a charge for freight. Virginia House Maple is available at these low prices today—but due to rapidly changing economic conditions Virginia House furniture may be more costly soon.



Virginia House
MAPLE

This trademark is branded on every piece of furniture of quality.

© 1940 Virginia House Furniture Company
(Martinsburg, Virginia)

VIRGINIA HOUSE Dept. L-240 Martinsburg, Virginia
Gentlemen: Enclosed is a 12-page booklet illustrating Virginia House Maple with many decorating plans and suggestions for your home.

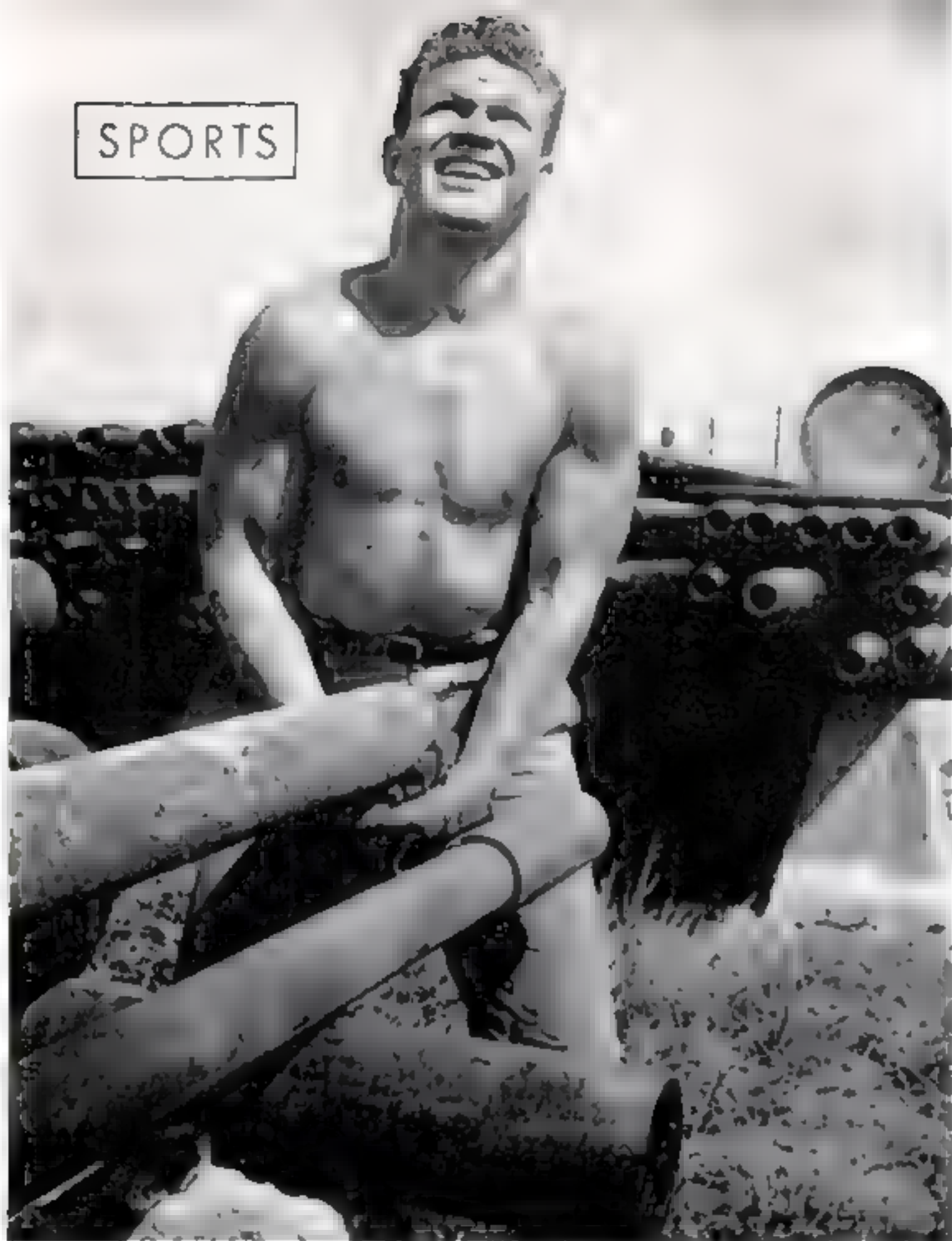
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CLIP IT NOW

SPORTS



MARSHALL FOCH ("FOXEY") ROBNETT, GUARD, WAS COLLEGE BOXING, WRESTLING CHAMP



EUEL ("POPPA") WESSON, TACKLE, LOST 45 LB. SINCE LAST FALL, NOW WEIGHS 220 LB.

TEXAS A. & M. FOOTBALLERS ARE RUGGED, RANGY, ROUGH

The Agricultural & Mechanical College of Texas, called Texas A. & M., has 6,395 students, 300 teachers and 56 football players. During this coming fall, those 56 players will bring more publicity to the college than its students and teachers have ever brought it. In fact, says Dick Dunkel, LIFE's football forecasting expert (see p. 74), those players

will comprise the greatest football team in the land.

Texas A. & M. footballers are rugged, rangy and rough. They have huge forearms, ham hands and look like storybook Texans. Anxious to get an education, they are working their way through college by playing football. Here they are shown at their summer jobs. The ones on this page all worked in oil fields.

BILL DAWSON, AN END, IS 6 FT. 5 IN. TALL, WEIGHS 225 LB., MAJORS IN AGRICULTURE



ROY BUCK, A GUARD, IS MEMBER OF W.O.T.C. AND TRACK TEAM'S BEST HURDLER





Ambitious Candidate

Even two thousand years ago a candidate had to go out on talking tours to get votes. They called such a tour an *ambitio*. And since such a candidate always had a great desire for preferment and honor, *ambitio* became the source of the word ambition.

Australian Ballot

There were no secret ballots in the days of our ancestors; hence they were often victimized by over-persuasive candidates. To Francis S. Dutton, of Australia, goes the honor of proposing the secret ballot of modern times

known as the Australian ballot; and to Louisville, Kentucky, the honor of first using it in our country—in December, 1888.

The People's Friend

Campaign advertising was simple, twenty centuries ago. No papers, no radio; just plain walls. Sign painters covered them with political slogans. "Vote for Cleonius Prissus—Cheaper Food and a Free Circus!" "Vote for Julius Politus; he's handsome as Apollo!" Some of the slogans of those early ballyhoo artists are still visible on the walls today.



Stump Speeches

"Americans are always making speeches," said early visitors from overseas. And no wonder! Pioneer dwellings were surrounded with tree stumps—natural platforms for budding orators. Nowadays candidates still "stump the country". And if they want to hesitate while making up their minds, they can "sit on the fence"—another Americanism.



In Old Virginia

Three centuries ago, any Virginia freeman who stayed at home on election day without a good excuse was fined; at first, one hundred

pounds of fine tobacco; later, two hundred pounds.

The First "Gallop" Poll

Everybody votes nowadays; but in North Carolina, around 1715, you had no vote if your house had no chimney. In South Carolina, you couldn't vote if you owed money; so just before election there would be a big rush to pay bills. And in 1656 a man named John Harrington claimed that only men who rode horses should vote. He wanted ballot-boxes placed high on posts, in a sort of park, so the gentlemen riders could vote on the run in a sort of "Gallop" poll!



Women For Votes?

Womenfolk got into elections as early as two centuries ago, in Georgia. A citizen couldn't run for office if his wife or other female relative reeled less than fifteen pounds of silk a year.



Fifty-seven Days!

Old-time elections often lasted for several days. In England, eight or nine days was common; in Mayo County, Ireland, many years ago, the polls were once kept open for fifty-seven days. Today, our free nation of over 130,000,000 people can make its fair-and-square choice in less than 24 hours.

After the Election

After you elect a candidate, you have to wait a long time to find out if your choice was right.

But when you cast your vote for a bottle of that even finer Schlitz, you'll know *instantly* that you couldn't have made a better choice.

It's the candidate with the record and reputation so great that it made a city famous throughout the world.

How about voting now? Just say "a bottle of Schlitz" most anywhere. At your very first sip, that famous flavor will tell you that you've voted right!



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Jas. Schlitz Brewing Company, Milwaukee, Wis.

AL BEER...

Schlitz
Good



THE BEER THAT MADE MILWAUKEE FAMOUS



William ("Chip") Routt is a big tough 205-lb. tackle with arms like tree trunks. He worked as a ranch hand, wants to go into the ranching business after graduation.



Ernie Pannell, 225 lb., should be an All-America tackle this year. Behind in his studies, he spent the summer in school. For amusement he likes to play the tuba.

CONTINUED ON NEXT PAGE

Menu Suggestion—Frankfurts with Asparagus on Toast. Simmer—do not boil—Frankfurts 5 to 8 minutes. Serve immediately. Arrange on a platter with asparagus tips on toast and pour well-seasoned cheese sauce or hot mayonnaise over the vegetable.



Live and learn! Now they've found a new way of making big juicy frankfurts so tender they cut with a fork!



Sounds like a "company" dish. Let's try 'em!



THERE'S everything you want in the meat you serve for dinner! The rich, savory flavor that tells you they're made of fine meats! The delightful seasoning . . . by a special Swift formula. And a delicacy . . . an amazing new *super-tenderness* you've never dreamed of!

Swift & Company had long believed that if juicy, savory *large* frankfurts could be made *fork-tender*, these appetizing links would be a wholly new treat for dinner-tables. And they've found the way to do it. A new method (patent applied for) "tenders" the skins in pineapple juice. Not a trace of pineapple flavor can be detected . . . but just wait till you see how easily they cut at the touch of a fork! Serve them soon. But be sure to get Swift's Premium . . . the really tender kind.

Take your choice! In addition to the big "dinner" size, you can buy Swift's Premium Tender Frankfurts in the standard size, equally delicious. But whichever you choose, look for the "Swift's Premium" seal of finest quality.

Cope, 1940 by Swift & Company

SWIFT'S PREMIUM *Tender Frankfurts*



Swift's spic-and-span kitchens throughout the country make many other "SWIFT'S PREMIUM" meat products, including Meat Loaf . . . Braunschweiler . . . Cervelat . . . Luner Loaf . . . Bologna . . . Salami . . . Liver Cheese . . . Cheemoot . . . Pot Roast of Beef . . . Ham, Delicatessen Style. Look for the "SWIFT'S PREMIUM" seal of top quality.



THE NEW DEPARTURE COASTER BRAKE IN THE REAR HUB



It drives . . . and coasts . . . and brakes! And—operating from the foot pedals, it does these jobs most dependably.

Made of alloy steels, New Departure is the strongest and lightest brake. And its great braking power means smoother, quicker stops—without slip, grab or jolt.

Sealed against dirt, it is certain in its driving and coasting and braking action always—hot or cold, wet or dry.

Invented, pioneered, perfected by New Departure. Proved over the years by 12½ million riders throughout the world.

Compact, modern, expertly engineered . . . it has everything you want in a bicycle brake. The genuine costs no more! Insist that your bicycle have a New Departure coaster brake in the rear hub.

**LOOK ON THE HUBS OF YOUR BICYCLE
FOR THE NAME NEW DEPARTURE**

Most Famous Name in Bicycling

Single Speed Coaster Brake in the Rear Hub—*The Heart of the Bicycle.*

2-Speed Drive Coaster Brake—for quicker getaway, more speed on the level, easier hill climbing

"Speed Changers"—for installation on old bicycles to give 2 speeds—high speed and low speed

Front Wheel Brake (in the front hub)...Frictionless Ball Bearing Front Hubs...Coaster Brakes for Chain Drive Tricycles

N E W D E P A R T U R E

Football (continued)

DOPESTER DUNKEL, FOOTBALL RATING EXPERT, SELECTS NATION'S GREATEST TEAMS FOR 1940



DICK DUNKEL

For many years U. S. football fans, anxious to outguess and outbet their neighbors on the results of Saturday's games, have eagerly sought Dick Dunkel's forecasts. Computed by a strictly mathematical formula, these forecasts have been remarkably accurate. Since 1928 he has been 80% correct in picking the winners of 29,804 college games. Last year before the season started LIFE asked Dunkel to pick the outstanding

teams of the year. His choices proved to be almost perfect. He named Tennessee and Southern California correctly as Rose Bowl opponents, picked winners in four out of seven conferences.

On this page are listed "Dopester" Dunkel's pre-season selections for 1940. In addition to receiving 1,500 reports on 625 college teams, Dunkel this summer has personally visited many colleges, interviewed their football coaches and athletic directors. His selections should be more accurate than ever.

Dunkel says: "Texas A. & M. [whose players are shown on preceding pages] will be 1940's team of the year and its fullback, 'Big John' Kumbrough, should be the outstanding player. This team is a sure shot to be undefeated and go on to the Rose Bowl."

"Surprise team of 1940 will be the University of Washington Huskies. They should win the Pacific Coast title. Other sharp upturns will come from Minnesota, Nebraska, Alabama, Detroit and Mississippi State. Cornell, losing only Whit Baker and Ken Brown, will again be the terror of the East and should go through undefeated. Ohio State, playing a tougher schedule than either the Texas Aggies or Cornell, and with Don Scott and Jim Langhurst back, figures a repeater in the Big Ten. Greatest slumps of the year will involve Purdue, Oklahoma, Santa Clara and Brown.

"The tide of football empire will continue to sweep southward. There will likely be the emergence of two new football 'greats' in Wake Forest and William & Mary. And the country's strongest conference will undoubtedly be the Southeastern with Tennessee, Tulane and Georgia Tech all among the nation's top ten."

30 STRONGEST TEAMS OF 1940

Texas A. & M.

Cornell

Ohio State

Tennessee

Minnesota

Tulane

North Carolina

Missouri

Boston College

U. C. L. A.

Iowa

Notre Dame

Nebraska

Washington

Georgia Tech

Michigan

Oregon State

Duke

Alabama

Mississippi State

Southern California

Clemson

Detroit

Wake Forest

Southern Methodist

Penn State

Duquesne

Northwestern

Fordham

Texas

THE STRONGEST TEAMS BY CONFERENCES AND LEAGUES

SOUTHEASTERN

Tennessee
Tulane
Georgia Tech
Alabama
Mississippi State
Kentucky
Auburn
Florida
Mississippi
Georgia

IVY LEAGUE

Cornell
Princeton
Columbia
Dartmouth
Yale
Pennsylvania
Harvard
Navy
Army
Brown

SOUTHERN

Duke
North Carolina
Clemson
Wake Forest
William & Mary
V. M. I.
Furman
Richmond
Washington & Lee
South Carolina

BIG SIX

Nebraska
Missouri
Oklahoma
Iowa State
Kansas State
Kansas

EASTERN

NON-CONFERENCE

Boston College
Penn State
Duquesne
Fordham
Villanova
Colgate
Georgetown
Holy Cross
Syracuse
George Washington

SOUTHWEST CONFERENCE

Texas A. & M.
Southern Methodist
Texas
Texas Christian
Arkansas
Baylor
Rice

PACIFIC COAST

Washington
Oregon State
Southern California
U. C. L. A.
Stanford
California
Oregon
Washington State

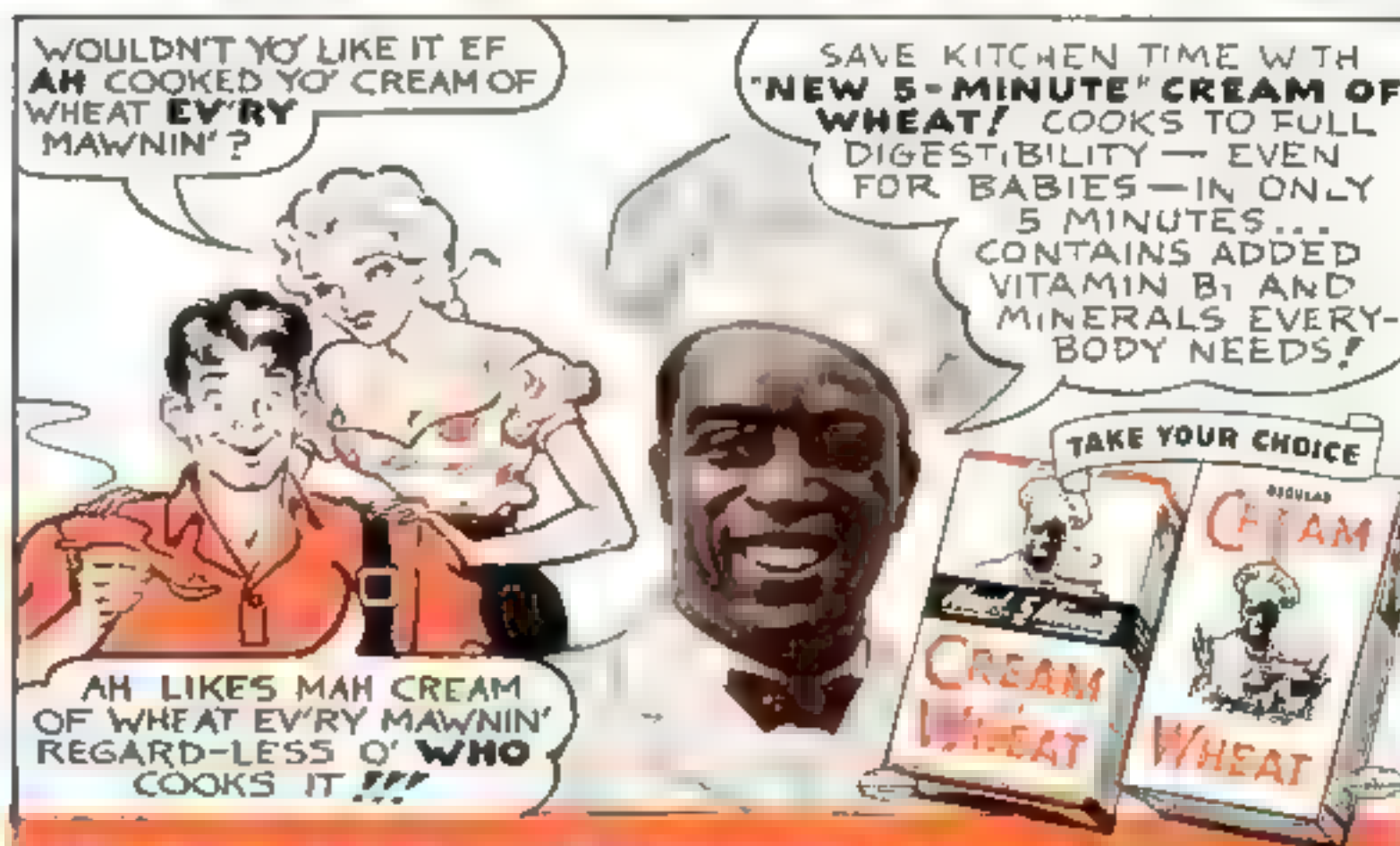
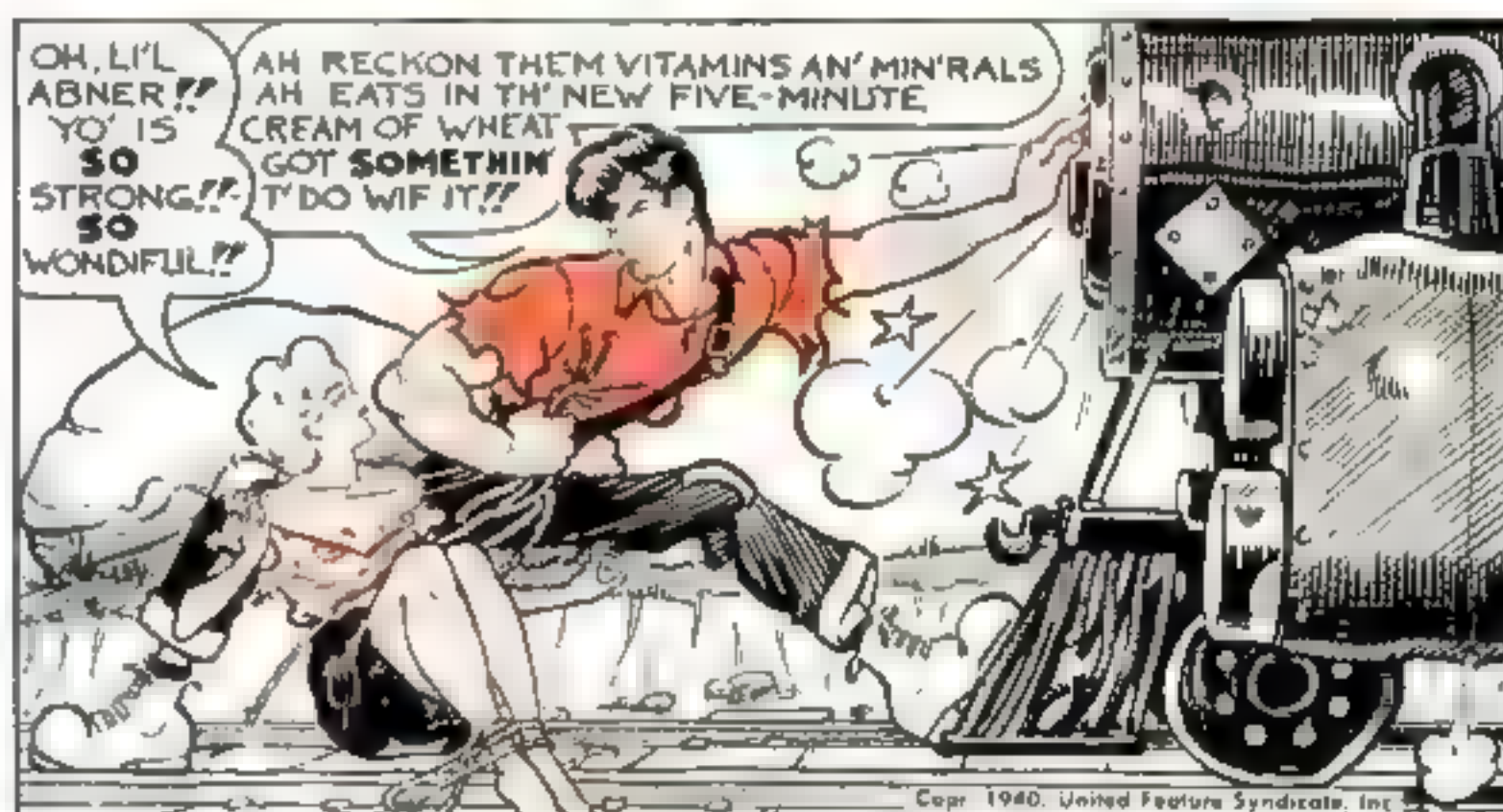
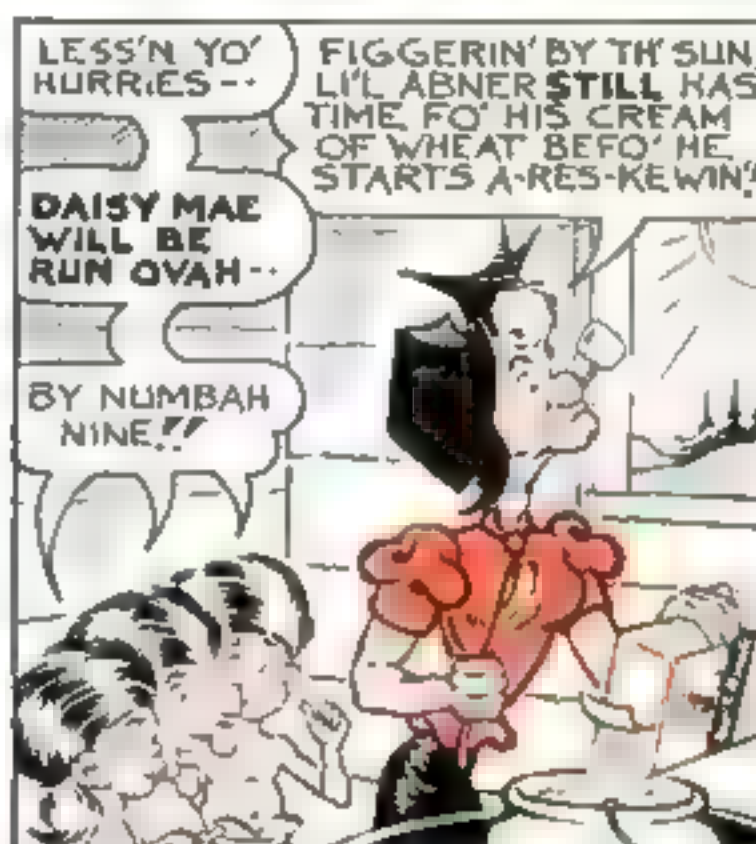
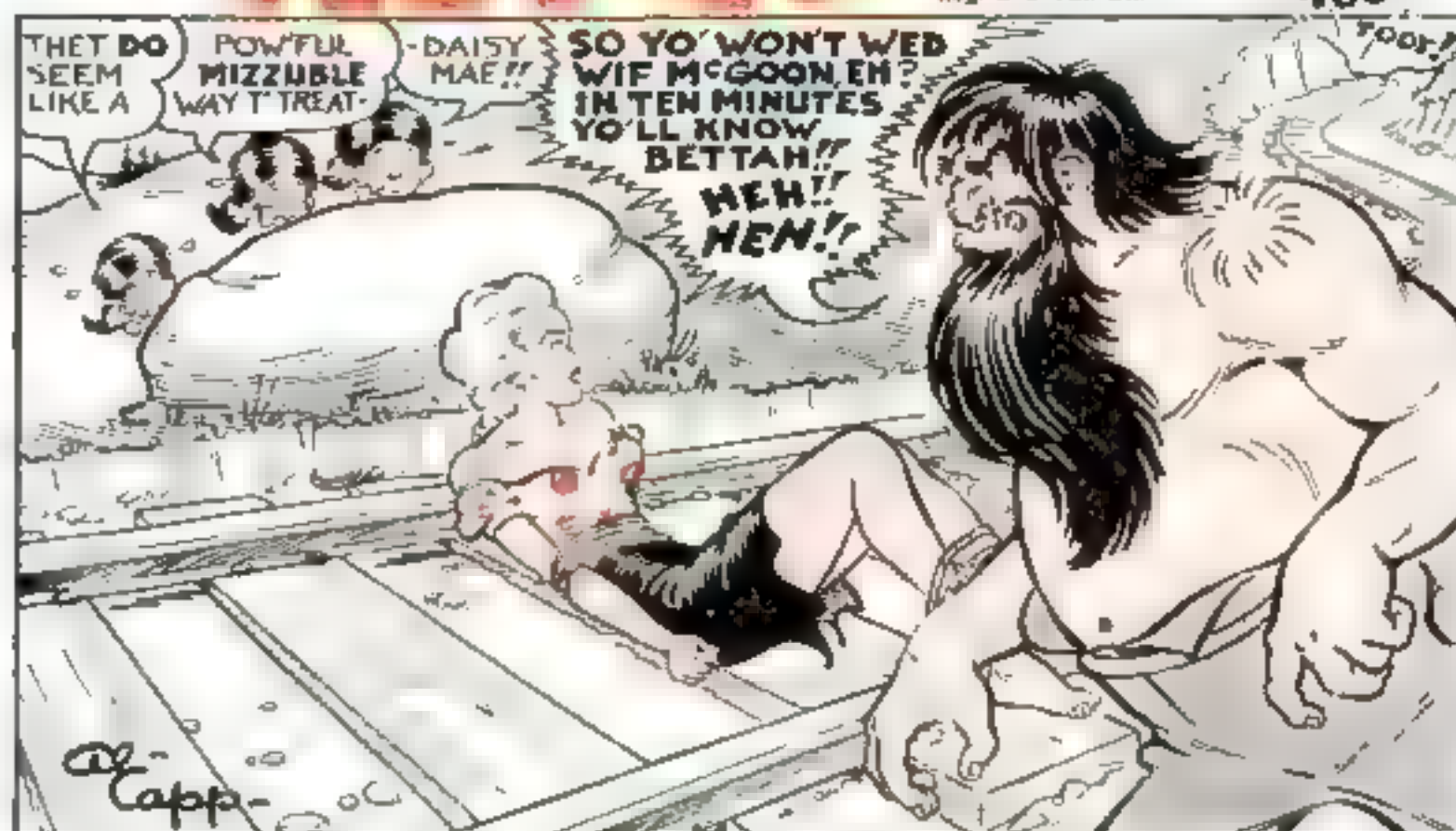
BIG TEN

Ohio State
Minnesota
Michigan
Iowa
Northwestern
Indiana
Illinois
Purdue
Wisconsin

LIL' ABNER by AL CAPP

Reg. U. S. Pat. Off.

TOOT!
TOOT!





Rockwell Kent was commissioned by Vernon Kilns to design a dinner service glorifying "Our America." This 17-in.

platter is the theme plate and sells for \$4.75. The series comprises more than 30 different drawings of U. S. scenes

and activities. The designs are printed under glaze on an ivory background, are available in brown, maroon and blue.

AMERICAN DISHES

HOME PRODUCT FILLS GAP

MADE BY WAR AND BOYCOTT

For the millions of U. S. women who like to set a pretty table, buyers of dinnerware have for years been making exploratory trips to the big and little china and earthenware centers of Czechoslovakia, Germany, Austria, Italy, France, England and Japan. U. S. buyers would co-operate with foreign factories on styling their lines. No effort was spared to provide for the American table an unlimited variety of good standard patterns at prices which the American housewife could afford. The war cut off all imports from Europe except England. Boycott and general sentiment against products made by low-cost labor curtailed imports from Japan. Buyers turned to the American market, found satisfying progress in the merchandise available and great promise for the future.

All dinnerware may be roughly divided into two

great categories, china and earthenware. Earthenware-making in the U. S. is about 100 years old. English craftsmen who migrated to New Jersey and the Ohio River valley produced the first made-in-the-U. S. earthenware with clay imported from England. Though imported clays are still used, native clays, particularly from Kentucky and North Carolina, have been found excellent. In the new lines offered this spring American earthenware reached a new elegance through the use of distinctive colors and daring lines. Although china has been produced in this country for only about 50 years, most of it was the heavy, vitrified type used by hotels. Recently a few U. S. factories have been making the finer type china comparable to the delicate dinnerware of France and England. On this and pages following are interesting examples of made in America dishes.

OLD SOUTH IS THE THEME FOR THIS 7½-IN. PLATE



BIG TREES AND WESTERN LAKE ON 14-IN. CHOP PLATE



CHICAGO SKYLINE, RIVER, BRIDGE ON 9½-IN. DISH





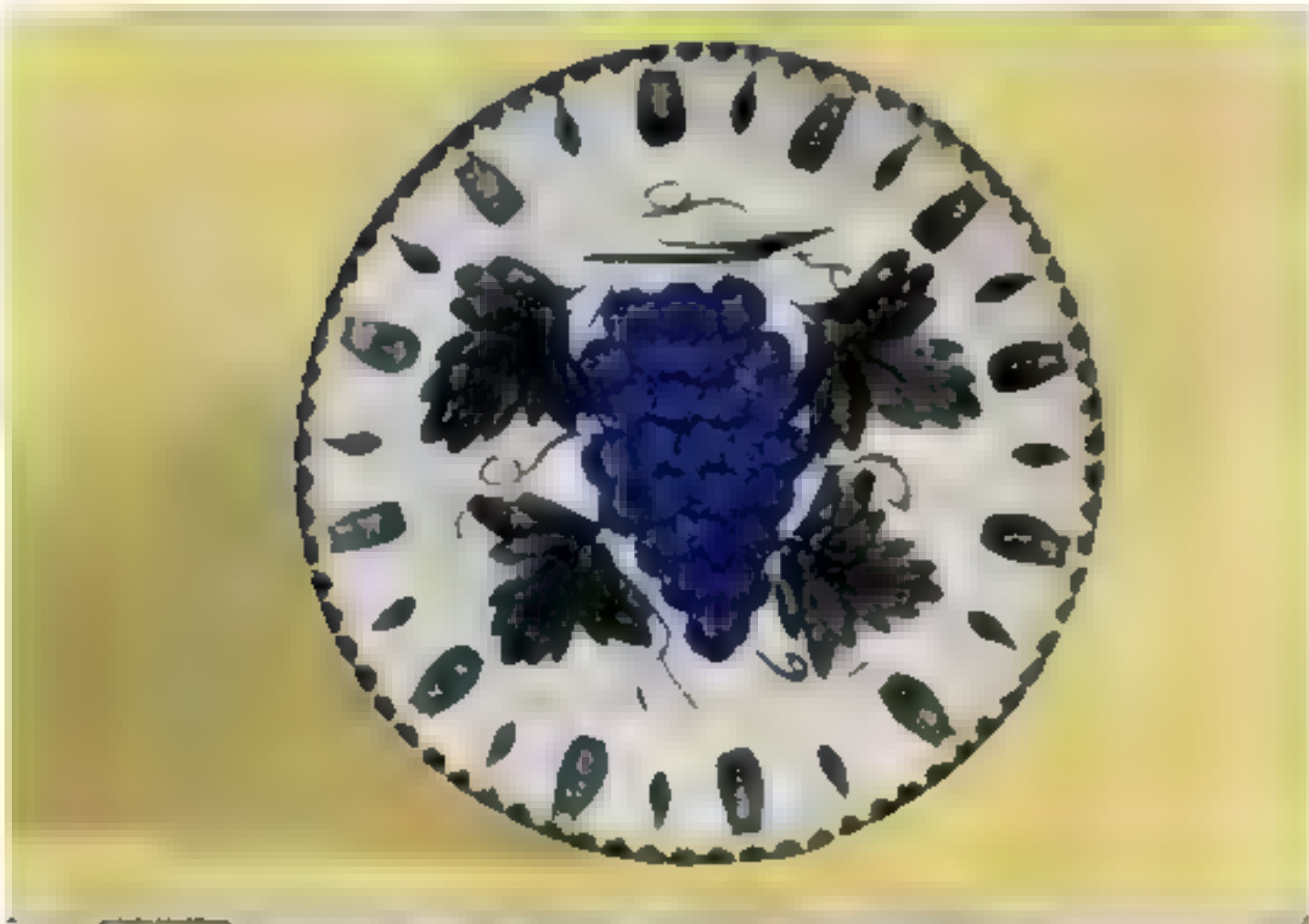
American contribution to dinnerware has been most successful in solid-color earthenware like the dishes shown

above. The trend began about five years ago with bright-hued California pottery. Newer colorings are the pastels,

grays, blue-greens, deep chartreuse. Instead of buying regular sets, modern housewives like to mix harmonizing colors.

"CONCORD," MADE BY SOUTHERN POTTERY, COSTS \$11 FOR 11-PIECE SET

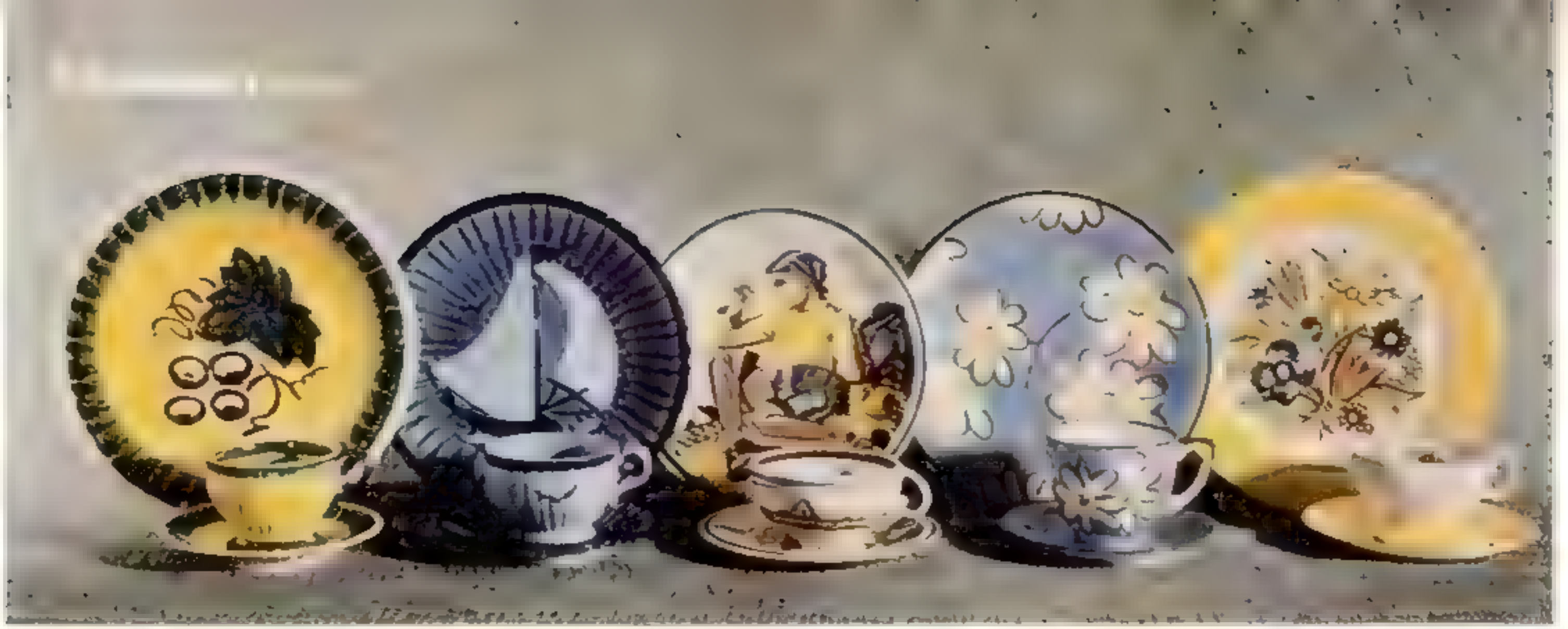
"HARVEST," MADE BY VERNON KILNS, IS NEW RIMLESS COUPE-SHAPED PLATE



"BOUQUET" IS ALSO MADE BY VERNON IN CALIFORNIA. PLATES COST \$4

"MODERNO," ANOTHER SOUTHERN POTTERY PRODUCT, HAND-PAINTED UNDER GLAZE





European peasant influence is strongly evident in four of these made-in-the-U. S. A. patterns. Exception is center

design, Rockwell Kent's "Salamina" taken from book of same name. "Old Orchard," "Newport" and "Folk Days"

are Stangl pottery made in New Jersey. Fifth pattern, "Berkeley," is made by Limoges China Co., Selring, Ohio.



LENOX HERE COMBINES AN 1892 COFFEEPOT WITH A MODERN RIMLESS DISH



SQUARE-DISH SET BY WINFIELD PASADENA, HAS BEET-COLORED SMALLER DISHES

Dime-store merchandise was used exclusively for the table setting below. The ten-cent soup bowls and five-and-dime

cups, made in Mt. Clemens, Michigan, are good examples of the smart styling now going into inexpensive U. S. dinnerware.

All white is a big seller in the cheaper lines but it runs behind brighter colors in the more expensive ware.





White House plate of Lenox china, part of a new set bought during present regime, is exclusive with White House. Rose and feathers are from Roosevelt coat of arms.



"Washington's Inauguration" is one in a series of old Manhattan scenes in a service by Edwin M. Knowles China Co., one of oldest earthenware manufacturers in U. S.



Square plate from Gladding McBean was shown at Metropolitan Museum in New York. Syracuse china dish below shows modern flower patterns in subdued colors.



"He stretched and he stretched for those tender little leaves!"



1 I thought Aunt Bess was going to explode when John got off his smart remark about her tea! "It looks like rain," said Aunt Bess, glancing out of the window. "Yes, it looks like rain," said John, his eyes on his tea cup, "but it tastes a little like tea."



2 We took the children to the zoo. "Do you know how the giraffe got his neck, Aunt Bess?" John asked when we came to that fascinating animal. "Now you're going to make a joke!" said Aunt Bess. "All right, Mr. Kipling, how did the giraffe get his neck?"



3 "It was like this, Aunt Bess," said John. "The giraffe discovered that the more he stretched, the more little, tender leaves he could reach. So he kept stretching and stretching for those delicious little tender leaves—and after a few million years he got that neck!"



4 "Nature's wonderful!" said Aunt Bess. "It is," John said, "so we're going to take a lesson from an expert—the giraffe! We're going to buy young, TOP leaves of the tea plant—a package of TENDER LEAF TEA—and enjoy the grandest cup of tea you ever tasted."

Your grocer has Tender Leaf Brand Tea in 3½- and 7-oz packages—and in the new FILTER tea balls. Enjoy the finer flavor and fragrance of the choice, young tea leaves—today!



Listen to "One Man's Family" on the NBC Red Network every Sunday
Copyright, 1940, by Standard Brands Inc.

U. S. CITIZENS IN CANADIAN REGIMENT WAIT FOR FIRST FIGHTING IN ENGLAND

During the first year of this war a large but unknown number of U. S. citizens have crossed the border and enlisted in Canadian regiments. To do so they simply claimed they were Canadians and the recruiting officers did not bother to prove their claims false. Probably 150 U. S. citizens are today in Canada's Essex Scottish Regiment which went to England with the Second Canadian Division, where they now await their baptism of fire in the Battle of Britain.

LIFE induced 50 of these U. S. Americans to admit their citizenship and shows them on these pages. They include auto workers, Arkansas furriers, oil workers. A large number had once served in the U. S. armed forces. They are about equally divided between young men who want action and older men who do not like Hitler.

Ranking U. S. American here is Sergeant Shaw, ex-sergeant major in the U. S. Marines who is shown at the head of his 50 fellow countrymen in the Essex Scottish at right. These U. S. "Canadians" are unanimously angry at Hitler for conquering France before they got to Paris. They are amazed by the smallness and compactness of England. Their chief complaint is against British beer. It's too weak.



50 OF THE 150 U. S. CITIZENS ENLISTED IN CANADA'S ESSEX SCOTTISH REGIMENT



Brewery salesman was Sergeant Bert Barrett of Detroit, middle-aged father of a married daughter. He fought with Canadian Army in World War I, served ten years in National Guard. Reason for enlisting: "My wife's English"



Ex-soldier in the U. S. Army is William Pulsifer, 28, of Jackson, Miss. He was stationed in Hawaii. Reason for joining the Canadians: "I just wanted to get into the fight." Large proportion of the Regiment are Southerners.



Mechanic was E. W. Duffield of Parkersburg, W. Va. He had previously served four years in U. S. Army. Reason for enlisting: "I want to see Hitlerism defeated." Regimental motto on cap badge is *Semper Paratus* ("Always ready").



Policeman was Floyd Adams of Temple, Tex. His reason for enlisting: "I just wanted a change. I got disgusted with things at home." Speaking in thick Southern accents, many Americans gravely claimed that they lived in Vancouver.



CCC instructor was Lance Corporal F. L. Meyers of Marshall, Tex. He served 18 years in U. S. Army, became sergeant-major and won Croix de Guerre with palm. Said he: "I'm here to finish something we should have done in 1918."



Sergeant at arms of Michigan State Legislature was John Rowe of Benton Harbor, Mich., a U. S. Marine in World War I, geologist and Department of Labor employee. Said he: "We're the advance guard of 4,000,000 Americans."



PARADE IN ENGLAND BEHIND EX-SERGEANT MAJOR SHAW OF U. S. MARINES



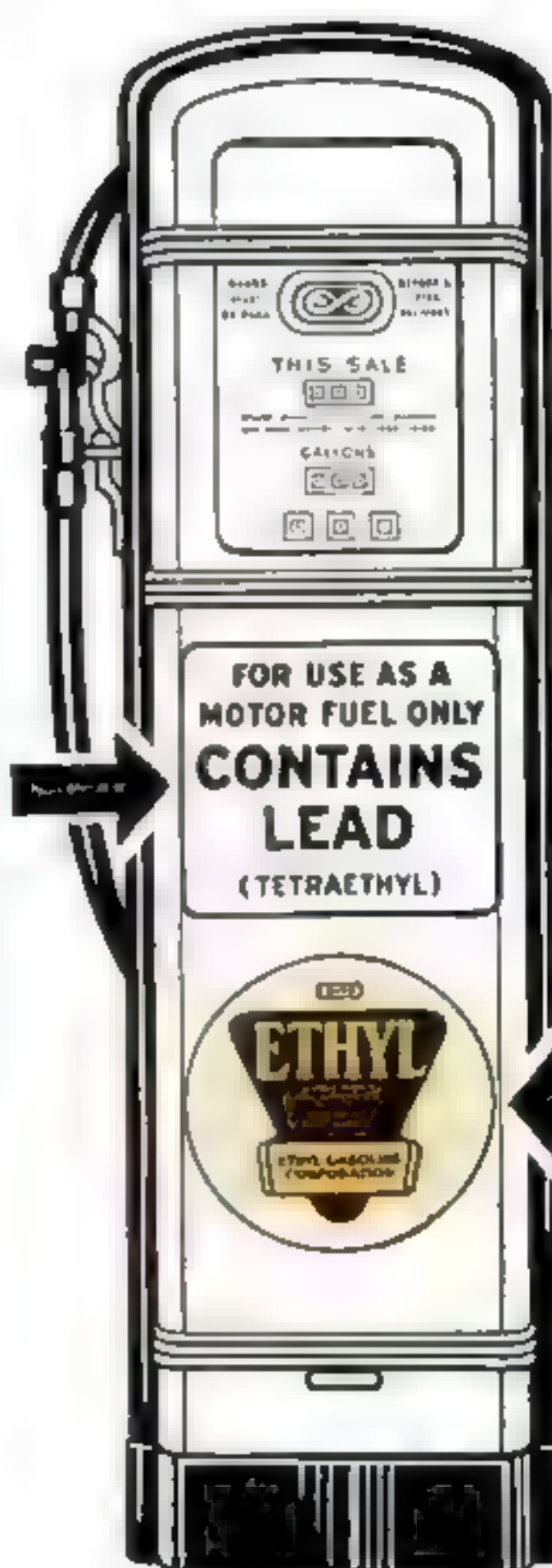
Negro F. A. ("Buddy") Allen of Dallas, Tex., ex-bellhop and plumber, says: "I'm fighting the fight for democracy and Christianity. They treat me here just like a brother. I've got a chance for promotion just like any of the rest." Apparently his white comrades from the Southern U. S. treat him on a basis of complete equality.

CONTINUED ON NEXT PAGE

TAKE A TIP

Look for these signs
of improved gasoline

THIS SIGN on a gasoline pump means that lead (tetraethyl), a liquid, has been added to the gasoline to improve its anti-knock quality. "Leaded" gasoline is sold by dealers throughout the United States and Canada. Lead tetraethyl is manufactured by the Ethyl Gasoline Corporation.



FOR USE AS A
MOTOR FUEL ONLY
**CONTAINS
LEAD**
(TETRAETHYL)

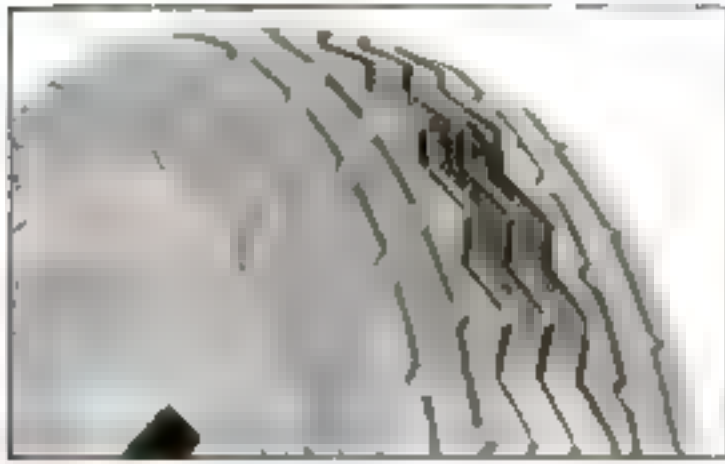
THE "ETHYL" EMBLEM on a pump or its globe means that the gasoline contains enough lead (tetraethyl) for highest anti-knock, so that your engine's spark can be advanced closest to the point of maximum power and economy, without "knock" or "ping."

*The better the gas -
the better your car!*

U.S. citizens in Canadian regiment (continued)



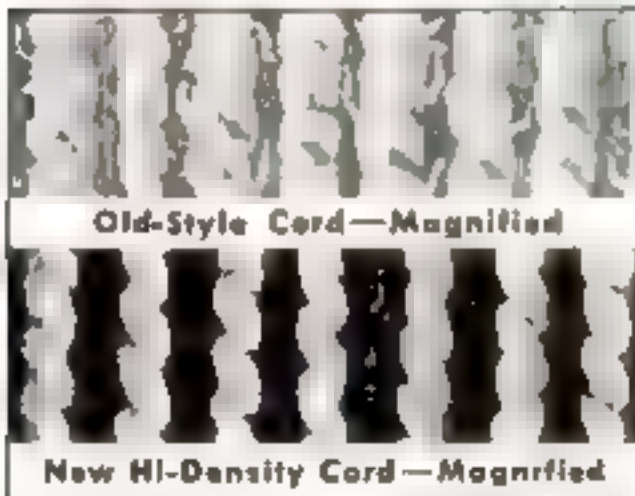
The Hood Red Man Says:



"See those zigzag center ribs! Countless road tests have proved them best for quick stops in modern traffic. Outer ribs are straight and continuous—for a smooth, quiet ride, and for extra wear. Rubber's mighty tough, too."



"That red rubber you see between tread and tire body is the famous Hood Speed Shield, exclusive with Hood. It is a live, heavy-corded cushion, to absorb bumps and shocks. Gives you real protection against blowouts."



"We use only the modern, Hi-Density Cord—stronger and more compact, with room for extra insulation of heat-protected rubber. This means a more flexible, cooler-running tire, and gives you still more blow-out protection."



Ordinary tires—even those selling at higher prices—do not give you this extra value combination—skid and blowout protection for safety, quietness and smooth running for comfort, and long wear for economy. And you'll be surprised at your flood dealer's money-saving prices. Look for the Red Man sign.



43 YEARS OF QUALITY RUBBER PRODUCTS



Softball is played by **Clayton Kershaw**, **Christopher Walker**, **Wendell Johnson** is at bat while **Detroit Tigers**, **Detroit Tigers** and **Chicago Cubs** requires.



In Briggs Manufacturing Co.—Albert Langston of Detroit, president, reports departmental sales as follows: He was asked about the factory, installed in 1910, and the company's



Chagrined by refusal of pay, Frank DeLellis, son of a banker in Kansas, is back in prison at 111 E. Jackson street for a period of total detention.

It's "33 to 1"—
you know your beer, boss!



Blended 33 Times to Make One Great Beer

It takes 33 separate brews to make a single glass of Pabst BLUE RIBBON!

You know it's *blending* that makes fine wines, coffee, and tobacco so good. And those who drink Blue Ribbon can tell you what blending does for beer!

Try a glass of Pabst Blue Ribbon today. First enjoy the look of it—the clarity, the sparkle, the billowy head. Then enjoy your discovery of what beer flavor and beer smoothness can be!

In that glass—and in every glass of Blue

Ribbon—is a blend of not two, or five, or twelve ... but 33 separate brews from 33 separate kettles.

Each brew is as fine as choicest ingredients and Pabst's 96 years of experience can make it. Then all 33 are brought together in perfect balance.

An expensive way to brew? Of course! But that's what makes Blue Ribbon *America's premium beer*, with a smoothness that is unique ... and a goodness that never varies.

Sometime today, have the pleasure of meeting Blue Ribbon.



...WITH A
BLUE RIBBON
ON IT!



It's the BLEND that Better's the Beer
Try Pabst Blue Ribbon and Prove it

Copyright 1941 Pabst Brewing Company, Milwaukee

First in the Homes of
America—and the
Largest Selling
American Beer in the
Rest of the World!



On the stage at 10:30 every night Carol electrifies the audience of *Louisiana Purchase* with husky torching of *The Lord Done Fixed Up My Soul*. She also acts in a funny bedroom scene.

CAROL BRUCE NEW YORK

On July 1, LIFE first broke the news that Carol Bruce is the "breeziest young starlet" on Broadway and "one of the prettiest things on two legs." LIFE now breaks the news that Carol has become indisputably the darling of New York, is the theater's cutest musical discovery since Mary Martin chirped her way to stardom with *My Heart Belongs To Daddy* (LIFE, Dec. 19, 1938).

On these pages LIFE shows what happens to a talented girl who gets her first clutch on the reins of success. For, in the intervening months, Carol has been so photographed, interviewed, feted and advertised that even the kids on the streets call her by name. Here, in abbreviated form, is Carol's summer diary:

1) She posed for bathing-beach "leg art" for the roto picture services. 2) She autographed phonograph records in a department store. 3) She took part in an air-raid-shelter drill for a New York real-estate development. 4) She crowned the man chosen as "Mr. Tin Pan Alley." 5) She presented a plaque to the "outstanding father" in baseball. 6) She was guest of honor at World's Fair "Carol Bruce Day" and crooned *Star Dust* before the Fair's statue



At the night club in Hotel Pierre Carol poses for a publicity picture with Dr. Allan Roy Dsfoe of Dionne Quintuplet fame. Here she met the Universal executive with whom she signed



At home on New York's upper West Side Carol takes breakfast on terrace at noon before studying singing and dancing. She lives in modest 3 1/2-room apartment with parents and sister.



At the Namm store in Brooklyn, where Carol used to sell sweaters, she lunched with Major Benjamin H. Namm and store executives. She got a badge as one of "Famous Namm alumni."



In an air-raid shelter, New York's first, Carol went underground with Dr. C. V. Paterno, for whose apartment-house development on the Hudson this picture was a publicity stunt.

HAS MADE HER ITS SUMMER DARLING

of George Washington. 7) She sang for customers at store where she once sold sweaters. 8) She set columnists chattering about romance with Tony Martin, radio singer. 9) She was featured on the back of Schrafft menus. 10) She was featured on a double spread in *Vogue*. 11) She sang at Cafe Pierre and sat with Winthrop Rockefeller, David O. Selznick and Matthew Fox of Universal Pictures. 12) She signed movie contract with Universal Pictures.

All this makes life very exciting for the 20-year-old starlet who was brought up in Brooklyn, sold hosiery at 14, graduated from night high school at 15, modeled bathing suits at 16, studied music in spare time. Her first attempts to be a singer were hounded by bad luck. She demonstrated songs in a 10-cent store and was fired. She sang at Billy Rose's Casa Mañana and it closed. She played in George White's *Scandals* and her part was cut. She acted in *Nice Girl* but it never reached Broadway. Now that luck has turned, Carol faithfully studies voice and acting, is ambitious to be as great a singing movie star as Irene Dunne.



Carol's torchy rhythm was considered a few years ago too old-fashioned for Broadway musicals. Since her success, she is deluged with engagements and contracts.

CONTINUED ON NEXT PAGE

Beauty Hint for Young America...

Take the Luxor Way to Charm!



SYD SYMONS,
noted make-up stylist,
says...

"GLAMOUR is YOUR heritage! So remember this... the smooth radiance of your skin is the basis of your charm. You cannot create glamour if you apply your cosmetics to a skin that's over-oily...too dry...or improperly cleansed. Take the LUXOR way to charm...take care of your skin daily, with the important LUXOR CREAMS...and then you should have the fine skin texture that means true beauty. You can be lovely...if you give your skin the attention it deserves!"

Three Thrilling Luxor Aids to Charm...

And Sydney tells the secrets of their use!

LUXOR POWDER

...Six Romantic Shades and Highlight White!

The new LUXOR Powder is thrillingly soft...fine as a summer cloud...and yours in the season's most romantic shades...plus the important Highlight White! Pick the smart LUXOR shades to suit your beauty!



SYDNEY SAYS:

"One. Pick your LUXOR shade by applying different shades to the darkest part of your face. Use the one that blends best with that skin-tone. Two. Always press your powder on your face. Three. Use LUXOR Highlight White powder to help soften or accentuate your features!"

LUXOR COLD AND CLEANSING CREAM

...For Your Every Need!

You'll thrill to the satin softness...the fragrant purity of this glamorous cream! It's styled by LUXOR for today's cleansing and cold cream needs! Created to help you give your skin true beauty-care!

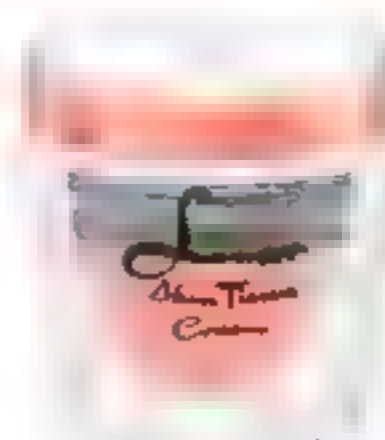


SYDNEY SAYS:

"Get rid of the dead skin which remains from left-over suntan. Help Nature speed up the shedding process. One. Apply LUXOR Cold and Cleansing Cream generously. Two. Massage with light, firm, upward and outward strokes.

LUXOR SKIN TISSUE CREAM

Have you a dry skin? Then you'll be grateful for this LUXOR creation! For this fine-textured night cream helps relieve skin dryness, aids you in achieving complexion charm! Ask your dealer for a jar of LUXOR Skin Tissue Cream now.



SYDNEY SAYS:

"Nature always cries for help after the summer's sun. Do not ignore Nature's S. O. S. ...A DRY SKIN! Use LUXOR Skin Tissue Cream—and pat it on generously. Leave it on for many hours—over night, if possible.

Write LUXOR LIMITED, CHICAGO, ILL., for Sydney's FREE Make-Up Secret!

Ask to see the new Luxor at

Good Cosmetic Counters Everywhere

FOR NEW LOVELINESS

Luxor COSMETICS

Created for Youth!



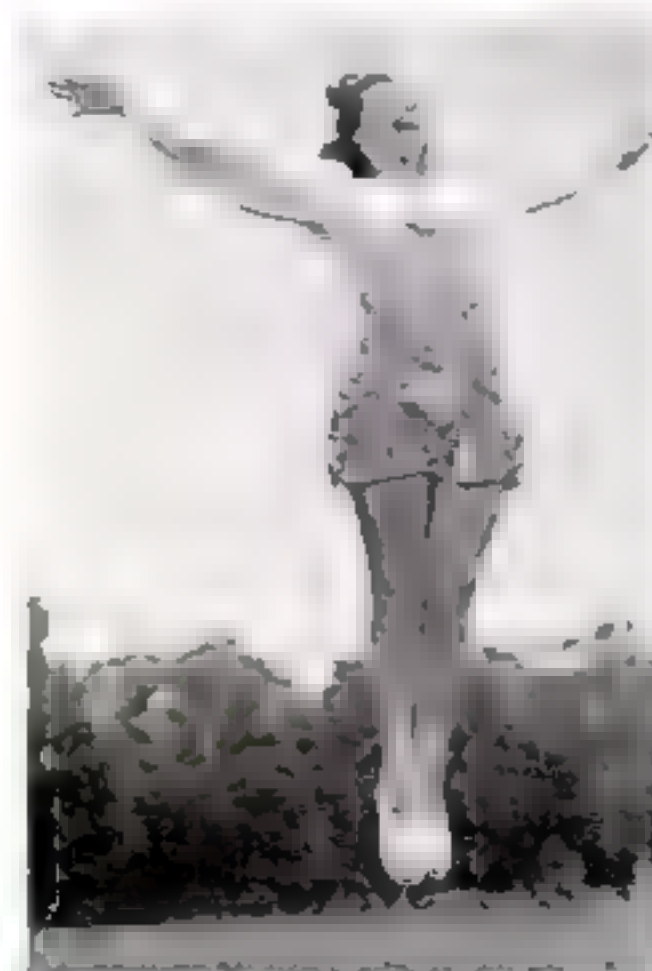
Carol crowns Lyle Murphy as "Mr. Tin Pan Alley" at La Conga night club.



Carol presents a flag at the World's Fair to her former employer, Major Namm.



Carol gives a plaque to Freddy Fitzsimmons, star pitcher of the Brooklyn Dodgers, before a double-header at Ebbets Field, as the "outstanding father in sports."



Carol jumps for a rotogravure "leg art" picture by the Acme News Pictures, Inc.



Carol poses for a syndicate photo that tells how she once modeled bathing suits.

CONTINUED ON PAGE 29



The Perfume of Youth

April Showers

There's a gleam in the eyes of a man when he beholds the beauty of youth—when he scents the provocative perfume of youth. April Showers brings you the beauty of youth with its new make-up trio: the thrilling new Face Powder, the saucy new Rouge, the audacious new Lipstick—all in compelling new shades. And April Showers brings you the fragrance of youth in April Showers Perfume—Cologne—Talc—Dusting Powder and Brilliantine. April Showers assures you of a lasting, captivating fragrance... morning, noon and night!





How to get the "luxury comfort" of the New, Deeper Beautyrest... for only a penny a night!

A page full of truths about mattress-buying

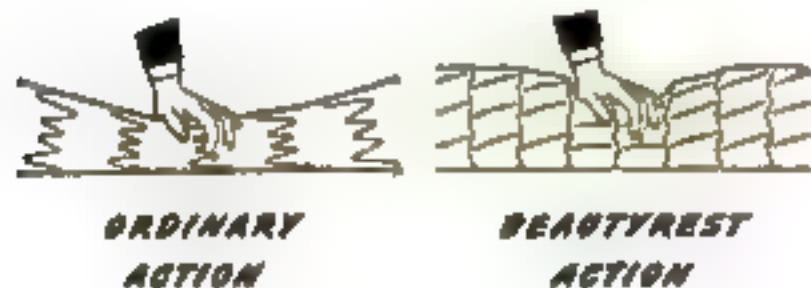


1. "Looks" don't make comfort.

Every mattress looks nice and cozy when it's new. But don't judge a mattress on looks.

For comfort depends on the "insides" of a mattress—and nothing else. The New, Deeper Beautyrest has a special kind of mattress construction.

It brings you supreme "luxury comfort"... so wonderfully restful, it thrills you just to lie there—every tired muscle relaxed... on the deepest Beautyrest Simmons ever made.



2. There are two main types of mattress construction.

In the ordinary mattress, the inner springs are tied together by wire. This means the springs can't act independently. As you press some down, others go down too—forming slopes and hollows.

In the radically different Beautyrest, each of the 837 springs yields *separately* to your hips, shoulders, legs.

Result: you get *buoyant* support instead of "sag" support. You get supreme comfort no other mattress gives. *We know.* We make both types: the luxurious Beautyrest and the "ordinary action" mattress.



3. How long should a mattress last?

You don't buy a mattress every day in the week. So you should be extra careful that your mattress keeps its original comfort.

Tests made at the United States Testing Co., Inc. (Certified Test No. 11760) proved that Beautyrest lasted *3 times longer* than any of 17 different makes of mattress tested.

So it's no empty promise when we guarantee Beautyrest for 10 years' service.

Based on the tests, however, you can figure on Beautyrest's outlasting the guarantee.



4. Will it keep its shape?

Some mattresses look "down-at-the-heels" after a few years' use. Edges sag and buckle. The mattress never makes up "nice."

Beautyrest has a patented sag-proof edge that keeps the sides firm and resilient *always!* (Because Beautyrest doesn't "lump up," you need turn it far less. After the first few months, 4 or 5 turnings a year are plenty.)



5. Some mattresses ventilate—some don't.

Make sure the mattress you buy has *genuine* ventilators—not false ones. If you don't, your mattress may get musty and stale-smelling inside.

Beautyrest has 8 ventilators that *really ventilate*. They bring in fresh air, and circulate it through the entire mattress. So Beautyrest stays clean, dry, and sanitary.



6. How much should you pay for a mattress?

Yes, some mattresses have a "cheaper" price tag than the New Beautyrest. But if Beautyrest can outlast other mattresses in tests, isn't it likely to be the most economical mattress to buy?

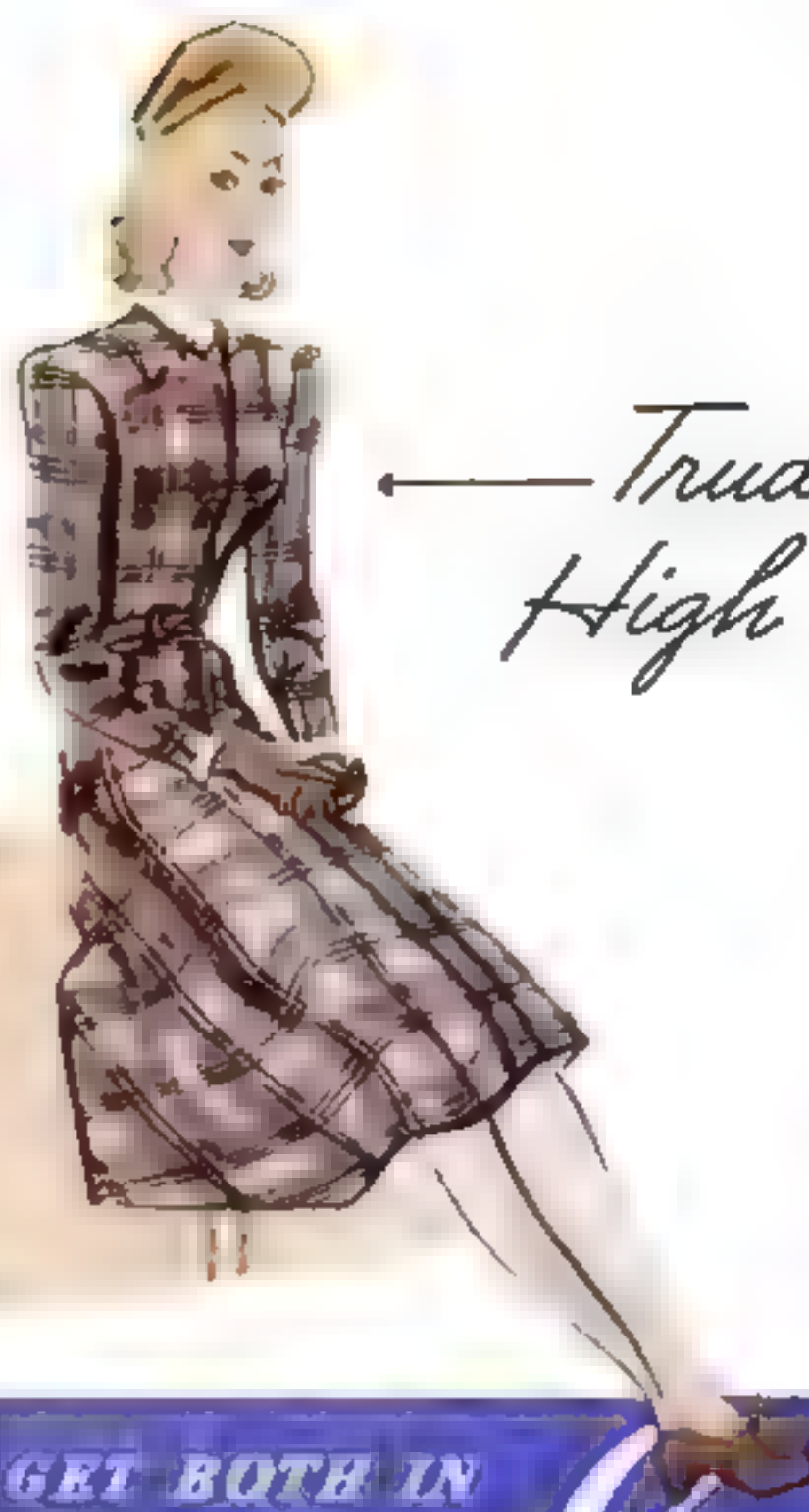
Beautyrest sells for \$39.50 (easy payment terms can be arranged). Based on our 10-year guarantee, the price comes down to a penny a night! A penny a night! A penny a night! See it today. And don't accept anything supposed to be as good. For no other mattress can give you all the advantages of Beautyrest.

Beautyrest Box Spring, for use with Beautyrest Mattress, \$29.50. Or get the Ace Coil Spring, \$19.75.

Judy wants
High Style →



← Trudy wants
High Comfort



YOU GET BOTH IN

Air Step

THE SHOE WITH THE MAGIC SOLE

B. SHARON—newly fashion-able and unquestionably comfortable—the open-throated tie. Red port suede in the light, feminine manner.



C. DAWN—a pump that clings gently—snuggled by a hidden lastex band. Flip bow and open toe in blue-jacket blue suede.

D. DELMAR—for afternoon elegance, low-sided black suede, swathed over the instep with smooth-fitting lastex faille.

E. ALPEN—the casual shoe for your casual clothes. Crushed kid in the new Conga brown. Waxed last makes your foot look smaller.



A. PRADO—a distinguished new line, swooping low at the side, swinging high in front, done with faultless grace in black suede

The trouble with shoes is the feet inside them. Feet were made for walking on soft earth or springy grass. They're not padded enough to take the slam-bang of city pavements—without help!

We found a new way to design shoes—putting in the pavement-cushion feet lack, yet keeping the light, smart, feminine look.

We call the shoes Air Steps*, and the designed-in, hidden-away comfort cushion, the Magic Sole.



A honeycomb of tiny air cells comes between your foot and the hard sidewalk. It gets the jolt and bump and absorbs them instead of passing them on to your feet. This idea rests feet—soothes nerves—keeps you "Fresh as a Floo".

Before you've walked to the corner in Air Steps, you'll get the idea. You can feel jar and jangle going out of your body—nerves growing quiet. Try it out—at any Air Step store. You'll recognize the place by the special Air Step display in the window. For name of an Air Step retailer nearby, write BROWN SHOE COMPANY, Manufacturers, St. Louis.

*Reg. U. S. Pat. Off.

\$6.00
Slightly higher
Denver West



A Chesterfield ad, soon to be released in the daily newspapers, uses Carol Bruce and Victor Moore in costumes they wear in *Louisiana Purchase*



An Albolene ad for newspapers and magazines shows Carol removing makeup. Carol was also pictured in a similar ad for Dioxogen Cream



A publicity shot is captioned: "Carol Bruce autographs copies of her picture for her pals, the hatchback girls, on her last night at Cafe Pierre."



Now... You can get
a completely equipped
**SPEED
GRAPHIC**
that is 100%
American-made

WHEN you buy your new camera, do as thousands of other Americans are doing—get an All-American-made Speed Graphic combination. These cameras are now available with lens and shutter precision-built by America's finest photographic craftsmen. The answer to your camera quest is in one of the combinations shown below. See them at your Dealer's... When in New York City visit the Graflex Display Rooms at 50 Rockefeller Plaza.

3 1/2 x 4 1/2 ANNIVERSARY SPEED GRAPHIC with 127 mm. Kodak Anastigmat f/4.5 lens in Supermatic shutter, \$119.50. Down payment (through your Dealer) as little as **\$24.50**

3 1/2 x 4 MINISTAR SPEED GRAPHIC with 105mm. Fictar f/7.7 lens in Supermatic shutter, \$132. Down payment (through your Dealer) as little as **\$27.00**

Also available is the 3 1/2 x 3 1/2 Miniature Speed Graphic with American-made 4 1/2" Bausch & Lomb Tessar f/4.5 lens in Compur shutter for \$116. Down payment (through your Dealer) as little as **\$24.00**

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Get this new Morgan & Lester book. More than 400 pages—26 chapters—hundreds of illustrations. At your Dealer's for only... **\$4**

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Contains full information on Graflex and Speed Graphic American-made, Prize-Winning Cameras and Accessories, and articles by leading authorities. Free at your Dealer's. Or send 10c in stamps or coin for postage-handling to Folmer Graflex Corporation, Department L-61, Rochester, New York, U.S.A. See coupon below

FOLMER GRAFLEX CORPORATION

DEPT. L-61, ROCHESTER, N.Y. U.S.A.
Please send me the new Graflex catalog ☐ in 1952 ☐ 1953
in stamps or coin for postage-handling

NAME
ADDRESS
CITY STATE

AMERICAN MADE **GRAFLEX Prize-Winning CAMERAS**



THIS Curtain NEVER Clings!

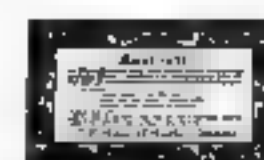
The "home-decorator" may choose Flecenap for beauty, for long wear, for luxury at a budget price, but every MAN votes for Flecenap because its heavy, straight-hanging folds NEVER blow about or cling!

Gorgeous colors and patterns—most of them around \$4—and all guaranteed not to split or crack.

Illustrated is DAISY CHAIN No. 381. Window drapes available but not guaranteed against sunlight.

Kleinert's
T.M. Reg. U.S. Pat. Off.

FLEECENAP SHOWER CURTAINS



Every Flecenap Curtain carries a Kleinert's Guarantee Bond.

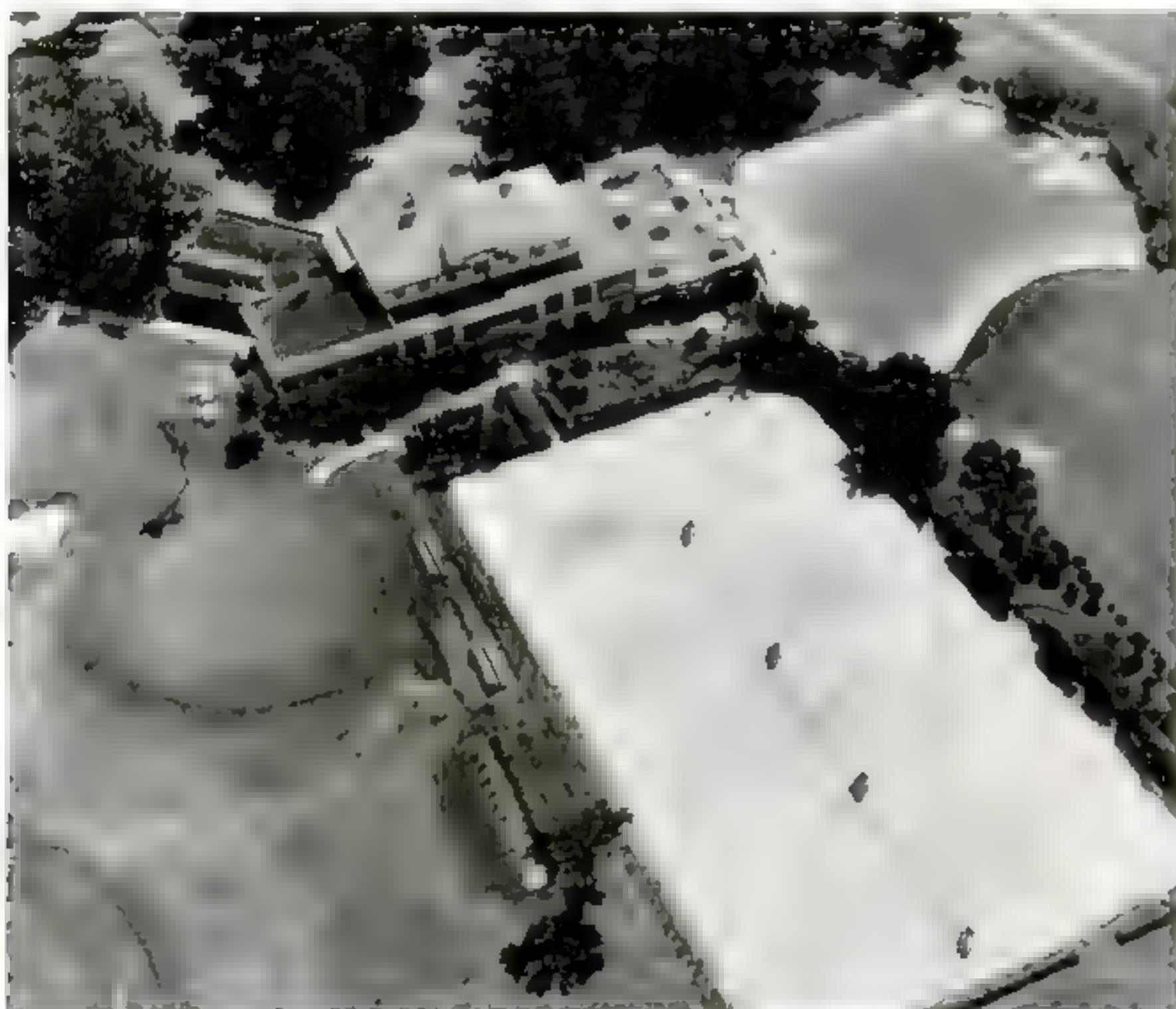
TORONTO NEW YORK LONDON



GOLF

At the 18th green three players and four caddies hold their breath in suspense as E. A. Zern of the Wayne Pump Co. chips out from behind a huge elm tree onto the green. His shot unfortunately was not close enough to the pin for him and his part-

ner, Carl J. Suedhoff, to win the match and the caddy fees riding on it. The Fort Wayne course is flat but heavily trapped. Even in the sunniest weather its fairways are green, because of a \$22,000 watering system which soaks the grass every night.



TENNIS

Four tennis courts, where league matches are held every Sunday afternoon, sprawl out west of the clubhouse. To the left above is a practice green, a deep sand trap and the edges of the 9th and 18th greens. To the right of the club is the \$18,000 swimming pool and the 10th tee.

THE FORT WAYNE

In the summer just ending, some 2,000,000 Americans paid \$50,000,000 to belong to country clubs. For their money they got plenty of real and fancied pleasure. If they were golfers they tumbled out of bed on Sunday mornings, let the breezes and warm sunlight of the course clear their heads made fuzzy by the country-club dance of the night before. If they were swimmers they spent many hours surrounded by innumerable kids and pretty girls splashing in a crystal-clear, chlorinated swimming pool. If they were tennis players they played on perfectly surfaced hard clay courts. If they were admittedly not athletes they always found pleasant companions for a sociable drink in the bar.

But more important than all this, when they joined the country club they became part of Society in the community in which they live. For in the U. S., where there is no royalty and little aristocracy and Society is seldom bound by tradition or vast wealth, no criterion of social prestige is more important than the membership lists of the country clubs. Especially is this true in small cities where there is only one club around which all social activity revolves. To this club the "best" people belong. To be able to join them at their club is to be accepted as one of them.

Neither the greatest nor the least of American country clubs is the one at Fort Wayne, Ind. But it is typical of most. Founded in 1905 with 20 members, it struggled along inconspicuously until the glittering age of 1924-1929, when, like most other clubs, it spent lavishly, built furiously, hiked dues sky-high. The result inevitably was a huge deficit, which lasted well into the depression. Then Carl J. Suedhoff, present secretary manager, cut expenses, lowered dues, made the club infinitely more democratic.



DANCING

Under a sparkling full moon a regular Saturday-night dance is held on the terrace overlooking the pool. Even after hot summer days, when the flat Indiana farmland has been baked all day by the sun, this terrace is cool and wind-swept. For

the dances most girls wear summer evening dresses of flouncey chiffons, crepes and laces. The boys wear white coats and dark trousers, or white suits. Later they take the girls home in station wagons or shiny roadsters with the tops down.

COUNTRY CLUB

Today the club returns a yearly profit, offers its members more activities than ever before.

Dues in Fort Wayne Country Club range from \$25 for college students whose parents do not belong to the club up to \$125 for a full family membership. In between are \$80 for junior family dues (man and wife under 30) and \$50 for junior men's dues (single, under 30). Greens fees are \$1 week days and \$1.50 Saturdays, Sundays and holidays. From the payment of these dues by 305 active members, the club pays its \$35,000 annual upkeep bill and last winter financed a \$40,000 remodeling program.

These pictures were taken by Eliot Elisofon who spent one glorious summer weekend at the club. He did not find a dull moment. Early Saturday morning before the dew was off the grass, serious-minded golfers were already on the first tee. By noontime the tennis courts were filled, kids splashed in the pool, pretty girls sunned themselves and the skeet range was alive with popping guns. That night under the yellow brilliance of a full Indiana moon white-coated boys and starry-eyed girls danced on the club's open-air dance floor or drank beer and cokes in the bar. When Sunday came, outdoor activity began all over again.

Elisofon's observations were pertinent. Says he: "I found the men (most of whom were bankers, salesmen, lawyers, or with manufacturing companies like Wayne Pump) a good-natured, happy bunch. All of them wanted to buy me a drink. Their wives were more prim and cautious. Their kids were young tigers, waiting to duck me in the pool. But best of all were their daughters—so fresh and pretty and unsophisticated. They were smart too!"



SWIMMING

On very hot days the pool is the most popular place of all. It is kept cool by treated well water. Here Rosalie O'Connor, the club's best diver, is starting a swan dive. She is the daughter of the club's vice president and is a junior at the University of Wisconsin.



BARROOM

After a boisterous round of golf the men's foursomes gather in the bar, kid each other about their games. Here, rolling dice for drinks, are (l. to r.): Paul Williams, manufacturer; Bud Merrillat, trucker; E. H. Dickmeyer, banker; C. S. Edman, furniture dealer.



BARTENDER

John Bartkus comes from Racine, Wis. He wants to work in New York. His specialty isn't 'Zonkers,' modeled after the drink served at Manhattan's Beachcomber bar.



SKEET

Out on the range a small coterie of skeet enthusiasts shoot away many a weekend afternoon. Here wealthy Bill Noll Jr., manufacturer of Pinex patent medicine, shoots from Position 1. Members are allowed to use club's range without cost provided they pay for their shells.



LOCKER ROOM

Sweaty, tired and half-undressed, men in the locker room after a round of golf order up a beer and pay off their bets. They talk of missed putts, wild shots and lost balls. Says one, "If only I'd hit that approach, I'd have broken 100."



LOCKER BOY

"Van" Barroquillo is a Filipino who worked his way through University of California, did graduate work at Chicago. He married an American, owns a 40-acre farm.



FAMILY DINNER

On Sunday, the respected family of Henry J. Miller meets for dinner. Present are Henry J. himself (*back to camera*) who founded the city's Ant-Borax Co., his wife, three sons, three daughters, three daughters-in-law, one son-in-law,

five grandchildren, a niece, one great-grandchild and one grandchild's husband. Present at another table are twelve more grandchildren. Old Henry J. has now retired, but sons Clement and Paul (*first men on right*) carry on.



THE KIDS

Big, little, fat and skinny—all the kids from almost every well-to-do family in Fort Wayne splash and tumble in the swimming pool. In the early morning mothers and nurses deposit them, come to collect them only when the summer sun sinks

low over the 10th Lawry. The club provides an instructor to teach these youngsters to swim and a lifesaver to pull them out when they get tired. Usually there are so many of them in the pool that older members are afraid to go swimming



THE LADIES

To the shady veranda of the clubhouse on alternate Wednesday afternoons come the women bridge players. It is a dressy occasion, notable for the number of big, floppy straw hats and fussy print dresses. For two hours the women talk about

their clothes, children, maids, husbands and especially about other bridge-club members who are not there. Then they have tea. At home during dinner time they amuse their husbands with the gossip they picked up during the afternoon.

CONTINUED ON PAGE 26



"Into each life some rain must fall"

So speaks a famous poet. And so feels Jimmy as he says good-bye to Pepper on the first day of school. Only a boy who pals with a grand dog through the exciting days of a summer vacation can know how "dark and dreary" that September day can be.

Think of this when you choose food

for your dog. Instinctively he is a loving and loyal friend. Feed him food of proved reliability. Insist upon Ideal—the 7-Course Meal—a combination of seven proved ingredients produced under strict laboratory control.

You know it's good by its color and its fresh, appetizing aroma.

The 7-Course Meal

- | | |
|------------------------------|------------------|
| 1. Meat by-products and meat | 5. Cooked bone |
| 2. Wheat cereal | 6. Barley cereal |
| 3. Fish | 7. Cod Liver Oil |
| 4. Carrots | |

Ideal is sold under the name of
WILSCO in New Jersey

Ideal DOG FOOD *The 7-Course Meal*



© 1941,
Wilson & Co.

SPECIAL GUEST TOWEL OFFER

Yours for only 3 Ideal Dog Food Labels and 25c Per Pair

Made of smart-looking, heavy weight, water-absorbing fabric, in solid, fade-resisting colors of green, peach, blue and yellow. Contrasting borders with "His" and "Her" embroidered, monogram style, in darker color. For each PAIR you send 3 labels from tins of Ideal Dog Food and only 25c in cash. Order as many pairs as you need—but for each pair be sure that you send the 3 labels and 25c. This offer expires October 31, 1940.

SAVE IDEAL LABELS FOR IDEAL GIFTS

WILSON & CO. Wilson & Co., Dept. L, Union
Stock Yards, Chicago, Illinois

Here are Ideal labels and cents for which
send me pair of His and Her guest towels,
as advertised, in colors checked. 3 labels and 25c
per pair.)

☐ green ☐ peach ☐ blue ☐ yellow

Name.....

Address.....

City..... State.....





DOUBLE YOUR HAPPY HOURS

IN *Styl-EEZ*
A SELBY SHOE

WEAR A PAIR AND REST A PAIR

DOUBLE THE EASE . . DOUBLE THE LOOKS
. . DOUBLE THE LIFE OF YOUR SHOES . .

Clever little shoes, these beautiful Styl-EEZ patterns and styles. No other shoes hold your foot so trim and true because only Styl-EEZ has the "Flare-Fit" innersole, the secret of the "walk without a wobble." Only Styl-EEZ has the other precious features that keep your feet pretty.

Choose a pair for daytime and a pair for dress. Then, wear a pair and rest a pair to double your happy hours and double the life of your shoes. See them at your leading store today.

FREE! Bridge Score Pad—Address: The Selby Shoe Company Portsmouth, Ohio.

Styl-EEZ
A SELBY SHOE

Selby THE WORLD'S GREATEST NAME IN WOMEN'S SHOES

In Canada, Murray-Selby, Ltd., London, Ont. In England, Selby Shoes, Ltd., London. In Australia, Selby Shoes, (Aust.) Ltd., Sydney. A 16 Men's Styl-EEZ Shoes, Wall-Streeter Shoe Co., North Adams, Mass.

\$6⁷⁵
AND UP

Slightly higher in
Western States
and Canada

© 1940—The Selby Shoe Company

Country Club (continued)

PLENTY OF PRETTY GIRLS BELONG TO COUNTRY CLUB



MARY KELLY, WHO LOVES TO SWIM, GOES TO ST. MARY-OF-THE-WOODS



"GINNY" TUCKER IS A GOOD GOLFER



AND LOIS REA IS A TENNIS PLAYER



"BIBBY" LANIER COMES FROM TEXAS



NAN FISHING STUDIES IN EAST



DARK, VIVACIOUS JANE ABBETT IS A SOPHOMORE AT LASELL JUNIOR COLLEGE

ILLUSTRATION BY HARRY H.



LEVEL-TOP CANS STACK EASILY

SAVE SPACE

You stack those level-top cans in your refrigerator. Compact, quick-cooling cans trademarked "KEGLINED" save space. You open them the easy, one-stroke, modern way. They pour smoothly and they're easy to drink from, too. They protect the flavor of beer and ale in absolute darkness. Already more than two billion cans trademarked "KEGLINED" have brought convenience and refreshment to America's beer drinkers.



...NO DEPOSITS TO PAY

HANDY—EASY TO CARRY...

...NO EMPTIES TO TAKE BACK



THE BETTER BRANDS COME IN CANS TRADEMARKED

KEGLINED
TRADE MARK AM. CAN. CO.

AMERICAN CAN COMPANY



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"BORN WITH THE REPUBLIC"



The colonial family of **JAMES E. PEPPER** founded its distillery in the same generation that Patrick Henry made his famous speech.



"Give Me Liberty..."

WHOLE-HEARTED acceptance for 160 years! It's the finest endorsement we know—for America's representative government and for the quality of *James E. Pepper* Whiskey—"Born with the Republic."

The superb flavor of this traditional bourbon has made it "The Choice of Generation After Generation." Every drop is distilled in Ken-

tucky's Bluegrass region with tender care. Today—with unsurpassed, modern facilities for making it—*James E. Pepper* is more delightful than ever! Serve it in your home to your guests.

Beautiful 8" x 12" collectors' prints of the above illustration (and of 4 others in this series) by Norman Price available in color without advertising. Send 25¢ for each print to James E. Pepper & Co., Inc., Dept. L, Lexington, Ky.



JAMES E. PEPPER
Bottled in Bond
KENTUCKY STRAIGHT BOURBON WHISKEY—100 PROOF



ROMANCE

In misty moonlight of a summer Saturday evening, boys and girls in love wander across the fairways. Here Jim Foohey and pretty "Ginny" Tucker wistfully confess all their dreams and ambitions.

Home Movie Hints by Hollywood's Ace Cameramen

Why we
professionals use
Filmos for our
personal movies

by
C. Roy Hunter
C. ROY HUNTER,
EXECUTIVE DIRECTOR OF PHOTOGRAPHY,
PARAMOUNT HOLLYWOOD STUDIOS



"STUDIO EXPERIENCE has proved to us that it takes a fine camera to make fine movies. So, when we make personal movies, we use Filmos. They're made by Bell & Howell, who also manufacture the fine professional equipment we use in the studios. You can load a Filmo 8 in twenty seconds! Film drops into place without threading over sprockets.



"LOOK—PRESS THE BUTTON—and *what you see, you get*. Yes—it's that easy to make fine movies with the palm-size Filmo, the camera that gives *anyone* excellent pictures, right from the first reel. Filmo has everything . . . makes movies in color or black-and-white, indoors or out, has four speeds including slow motion, device for animating titles and cartoons, provision for special lenses."

Price recommends the Filmo 8, too . . . as little as \$49.50, as little as \$10 down. And the movies it makes cost no more than snapshots.



"BE A GOOD ENTERTAINER. It would be a shame to spoil the kind of movies you can get with a Filmo 8 by showing them with a projector that can't do them justice." Filmo 8 projector gives the final finishing touch to a perfect reel . . . 400- or 500-watt illumination, steady, brilliant, clear projection as wide as six feet. Precision-built—gear driven; no belts to slip and wear.

PRECISION-MADE BY

Bell & Howell

MAIL THE COUPON NOW

BELL & HOWELL COMPANY
1841 Larchmont Ave., Chicago, Ill.
Send me all the details about Filmo Cam-
eras that make movies at snapshot cost.

Name.....

Address.....

City.....State.....



color matching... A PROBLEM

Remember when color matching of gloves, hat, shoes or bag to go with your new costume meant tramping - the - town . . . then wearily compromising on a "near match"?

COLOR AFFILIATES *have changed all that!*

Imagine the head of the great house of Stroock woollens . . . Koret, who makes the finest bags the world over . . . Mallinson's silk color experts . . . Kislav gloves, style and color *right* for a generation . . . two top-flight shoe creators, Delman and Palter DeLiso . . . the head of the famous house of G. Howard Hodge hats . . . Elizabeth Arden . . . all getting together, pooling their resources, their talents, their capabilities . . . making available to you *now* for fall and winter wear, colors that are right from tip to toe!

That's great news...important news! So exciting, that leading fashion magazines write editorials about it! And these are the colors:

INDIAN SUMMER
rich, ripe russet

NIGHTFLIGHT BLUE
dark autumn navy

HUCKLEBERRY
frost-nipped purple

BARK BROWN
mellow, harvest brown

JUNIPER GREEN
autumn forest green

SCARECROW GREY
soft, flattering grey



DELMAN

Match them! Mix them! They're *planned, dyed, fashioned* for wear with each other. And to *complete* this symphony of color, wear Elizabeth Arden's new fall make-up, Cinnabar, created for Color Affiliates colors!

for that "custom" look, just follow Color Affiliates!

COLOR



affiliates





G. HOWARD HODGE

KISLAV

KORET

STROOCK fabrics

PALTER DeLISO

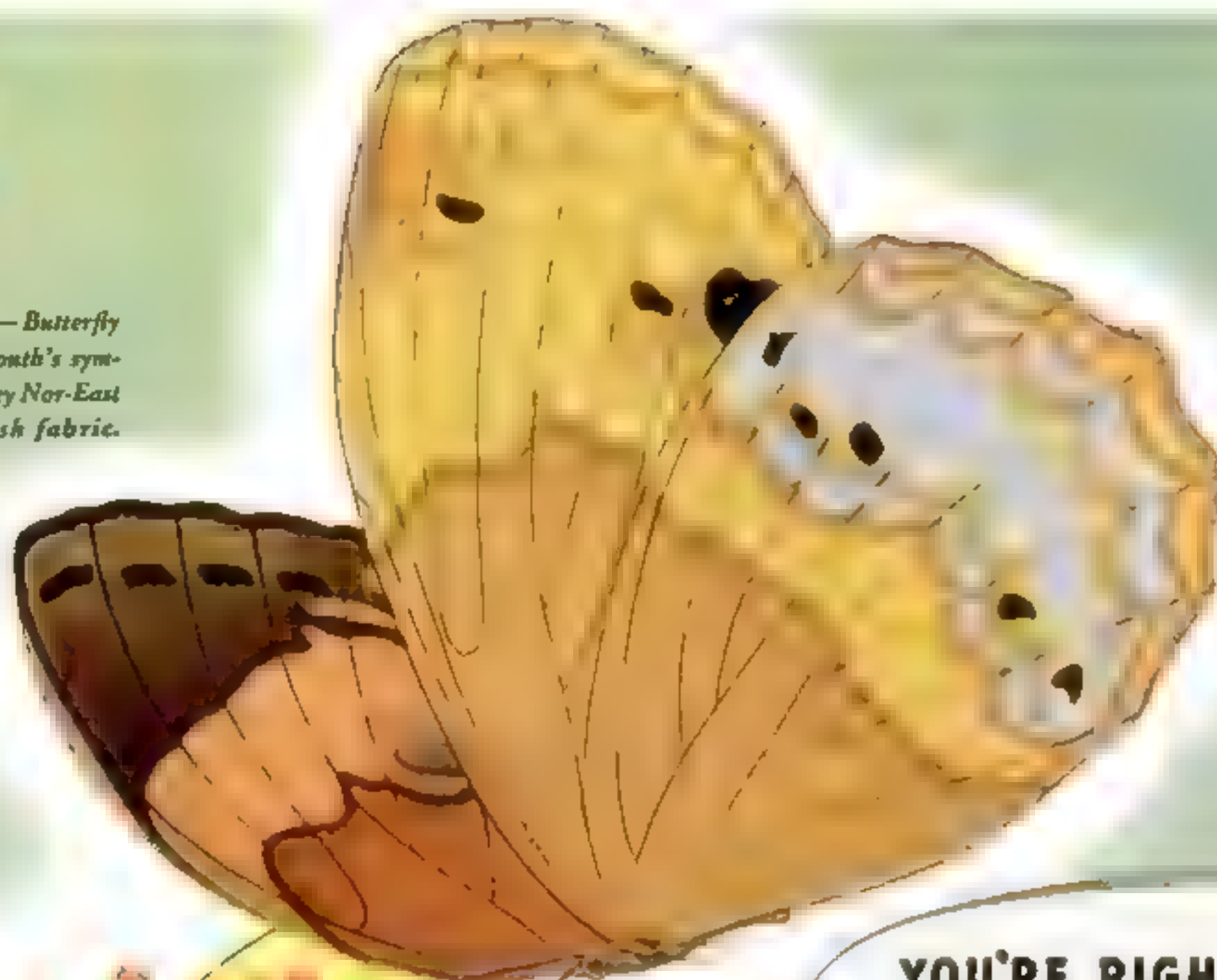
ELIZABETH ARDEN

MALLINSON fabrics

boby



MESSARAS MAEONIDES—Butterfly of the Celebes Islands, chosen as this month's symbol of the exciting color shades in Wembley Nor-East Ties made from Priestley's Non-Crush fabric.



**Wembley
NOR-EAST
Ties**

* REG. U.S. PAT. OFF.



*One
Dollar*

**YOU'RE RIGHT MARTHA—
THIS WEMBLEY NOR-EAST*
DIDN'T WRINKLE AT ALL!**



HE: Look—we danced all evening and yet this tie looks as though it's never been worn!

SHE: There—didn't I tell you—the man at the store twisted it, knotted it and crushed it . . . all without a wrinkle!

HE: Honey, you've made a real discovery. From now on I'll wear Wembley Nor-Easts all the time, because this *Non-Crush* fabric certainly has what it takes!

WEMBLEY, INC.,—New Orleans—New York

NATIONAL WEMBLEY TIE WEEK SEPTEMBER 23-28

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1 CRUSH IT!

Crushing doesn't affect the fabric of Wembley Nor-East* Tie. It's made of Turkish Mohair and Australian Wool.



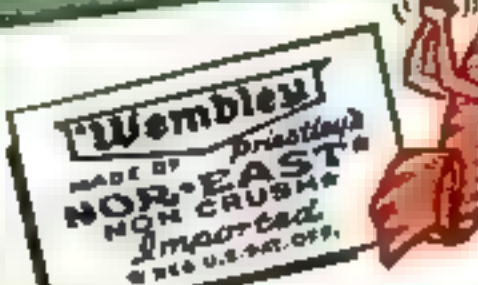
2 TWIST IT!

After twisting, these ties spring back into shape. The secret, can't-be-copied weaving process of Priestley Mills in England does it.



3 KNOT IT!

Knotting doesn't spoil their graceful drape. The all-wool, perfectly tailored inner-lining gives them body and resiliency.



4 NOT A WRINKLE!

The label tells all! To be sure of genuine Nor-East* Non-Crush fabric and quality, look for the Wembley label in every tie.



CANADA-U. S. JOINT PERMANENT DEFENSE BOARD POSES ON LAWN OF CANADA'S CAPITOL AT OTTAWA. PRIME MINISTER KING (CENTER) FACES MAYOR LA GUARDIA

CANADA ONE-HALF OF NORTH AMERICA JOINS THE OTHER ON DEFENSE

Setting out to defend the North American Continent against "potential enemies" (Hitler), the U. S. last week ran up against the fact that North America is largely Canada. Just as Belgium and the Netherlands were the vulnerable flank of France, so Canada offers the easy way to invade the U. S. Facing this fact squarely and in a hurry, President Roosevelt and Canada's Prime Minister Mackenzie King (above, center) on Aug. 18 agreed to co-ordinate defenses. On Aug. 26 the Permanent Joint Defense Board, headed by New York City's Mayor Fiorello LaGuardia (above, with white western), held their first meeting in Ottawa. "Thus," said LaGuardia, "is the Monroe Doctrine translated into action. The work of this board shatters precedents of a thousand years. It is proof that democracy can work." Board's next meeting was to be in Washington on Sept. 9.

The paradox in this is that Canada is already waging war on Germany and that the non-warring U. S. guarantees Canada against German reprisals. If Britain is defeated in England, the British Government and Navy will almost certainly move to Canada and fight on from there. The fact that there is a Canada is the best guaranty the U. S. can get that Britain will not surrender its fleet to the Nazis. France had no Canada to retreat to. Thus the startling unpreparedness of the U. S. is saved by the British Navy and the Canadian Air Force when, as and

if the Nazis start hopping from Iceland to Greenland to Newfoundland. These are facts that had hardly dawned on the U. S. until the past month. They make Canada an area in which the U. S. should have the profoundest and most anxious interest. Yet Canada is very largely unknown to U. S. Americans.

Though Canada is bigger than the U. S., it supports only 11,000,000 people on a standard of living

lower than that of the U. S. Most of these 11,000,000 are jammed into a narrow strip hugging the U. S. border. Canada is in fact a physical extension of the U. S., its parts united far more to the corresponding parts of the U. S. than to one another. The artificial effort to pull these parts together, in an east-west design, is the story of Canada's past and present difficulties.

On the following pages LIFE looks at the great natural divisions of Canada: the Maritime Provinces on the Atlantic coast, the French culture of Catholic Quebec Province, the British culture of Ontario, the vast wheat prairies and the Pacific coast beyond the Rockies. Not shown is the endless tundra that reaches between seas of ice toward the North Pole, all part of Canada, a country emptier even than northern Siberia.

This land is America too. It is free and sovereign. But it is also a very loyal part of the British Empire. As such, it objects to any suggestion of being swallowed up by the U. S. In ways now almost entirely forgotten by the U. S., Canada has put up with a great deal in the past from U. S. imperialists (see pp. 112-115).

Today it would seem not impossible that the agony of the world might override the prejudices of Canadians and U. S. citizens and force a great Union, in which Canada and the U. S. would be, at last, one.



The mace, seized by the Americans in 1813 during burning of upper Canada's capital, was returned by U. S. in 1834.



NEVER BEFORE PHOTOGRAPHED IN WARTIME IS BRITAIN'S GREAT CANADIAN BASE FOR CONTRABAND CONTROL AT HALIFAX IN NOVA SCOTIA. THIS IS THE SHIP BASIN

MARITIME CANADA

IT IS POOR, PROUD AND PRO-BRITISH

What looks like Canada on the map begins with something that is not Canada. That is Newfoundland which has persistently refused to join Canada and is now, having gone bankrupt in 1933, a British Crown Colony. That is why its cables are labeled as they are in picture at far right.

The easternmost people of Canada proper, those of the three Maritime Provinces of Nova Scotia, New Brunswick and Prince Edward Island, look and talk and act like the Yankees of Maine and New Hampshire. Many of them are descended from prosperous, well-born American colonials loyal to the British Crown who fled the Colonies after George Washington won his Revolution. They are mostly English, Scottish and Welsh with isolated colonies

of Hanoverian Germans of the 18th Century and a few Acadian French. The loyalty of other Canadians pales beside their passionate love of the British Isles. Yet they had to be bribed and bullied into joining Canada in 1867 by the British Government.

The bait then was the well-founded fear that, if Canada did not become united and sovereign, it would be annexed by the U.S., grown briefly militaristic after the Civil War. In fact armed bands of English-hating Irishmen from U. S. cities, called Fenians, had actually invaded Canada one year before.

Though the traffic from Europe to Montreal passes the Maritimes' front door, they are surrounded by wilderness and the wide Atlantic. They have coal but



The most violent tide in the world leaves freighter high and dry at Windsor, Nova Scotia, on Bay of Fundy.



Canada's biggest steel company sells almost none of it to Canada, which is commercially farther away than England. Nearby coal mines go two miles under the sea.



In Gulf of St. Lawrence cod are caught by French-speaking Gaspé fishermen and laid out to dry.



A HUGE NATURAL HARBOR WHOSE ENTRANCE FROM THE SEA IS OFF THE RIGHT OF THE PICTURE. HALIFAX CITY IS ALSO TO THE RIGHT. IT IS 2,700 MILES TO ENGLAND

it is too remote to help the industries of Ontario. Their steel goes to England and the Empire. They feel so close to England and the war that they have partially blacked-out their cities at night against German bombers who might wish to fly across 2,500 miles of ocean. So similar to the nearby U. S. Yankees, the Scots Presbyterians of the Maritimes have supplied a very high proportion of Canada's leaders. They are the rugged individualists of Canada.

Oddly enough, the geography that makes them lonely is a great bulwark to North America. For any invader would have to occupy these outposts before he tried to sail down the St. Lawrence River, great east-west artery of Canada. No Nazi Panzer division would get far in the wilderness of the Gaspé Peninsula,

in the roadless wastes of Labrador to the north or through eastern Quebec or northern Maine. Wilderness insulates the northeastern corner of the continent—wilderness and ugly weather.

More wilderness separates the Maritimes from the St. Lawrence valley, Ontario from the prairies and the prairies from the Pacific coast. The particular curse of Canada has heretofore been the desolate ring of rock that surrounds Hudson Bay—the so-called Laurentian Shield that crowds human life south. But in the past 15 years the Laurentian Shield has turned out to be the marvelous treasure house of Canada, producing gold and silver and nickel and copper and zinc and platinum, plus radium-rich pitchblende, mica, graphite, feldspar, magnesite, fluorite, kaolin, molybdenite, talc and apatite.



NEWFOUNDLAND IS NOT PART OF CANADA



Nova Scotian Scot, Angus Kell of Antigonish, washes his own wool. His womenfolk spin it.



Village of Acadians, immortalized by Longfellow, speaks French totally unlike that of Quebec or France. Evacuated in 1755, they returned later, live in placid isolation



Acadian, hard-working Mine Urban Sampson, is 18th Century French without later European admixtures.

(continued)

FRENCH CANADA IT IS CATHOLIC AND PROLIFIC,



Quebec's Parliament rules French Canada. Quebec is biggest province, fills eastern Canada (except chunk of Labrador), has the most waterpower.



In Murray Bay summer resort (above) Boston Cabots, Ohio Tafts, Quebec Taschereaus live in grandeur, collect trifling feudal "quit rents" from local peasants as 'seigneurs.' This makes everybody feel tiny.



Twelve of Alexandre Lapointe's 11 children rear lat. Ma later 100,000 francs, descended from 100,000 francs of English Canada in 100 years.



Nun spins on Ile d'Orleans just outside of Quebec. Quebec has 23 Catholic communities and orders which dominate the life of the province as thoroughly as Mussolini does Italy.



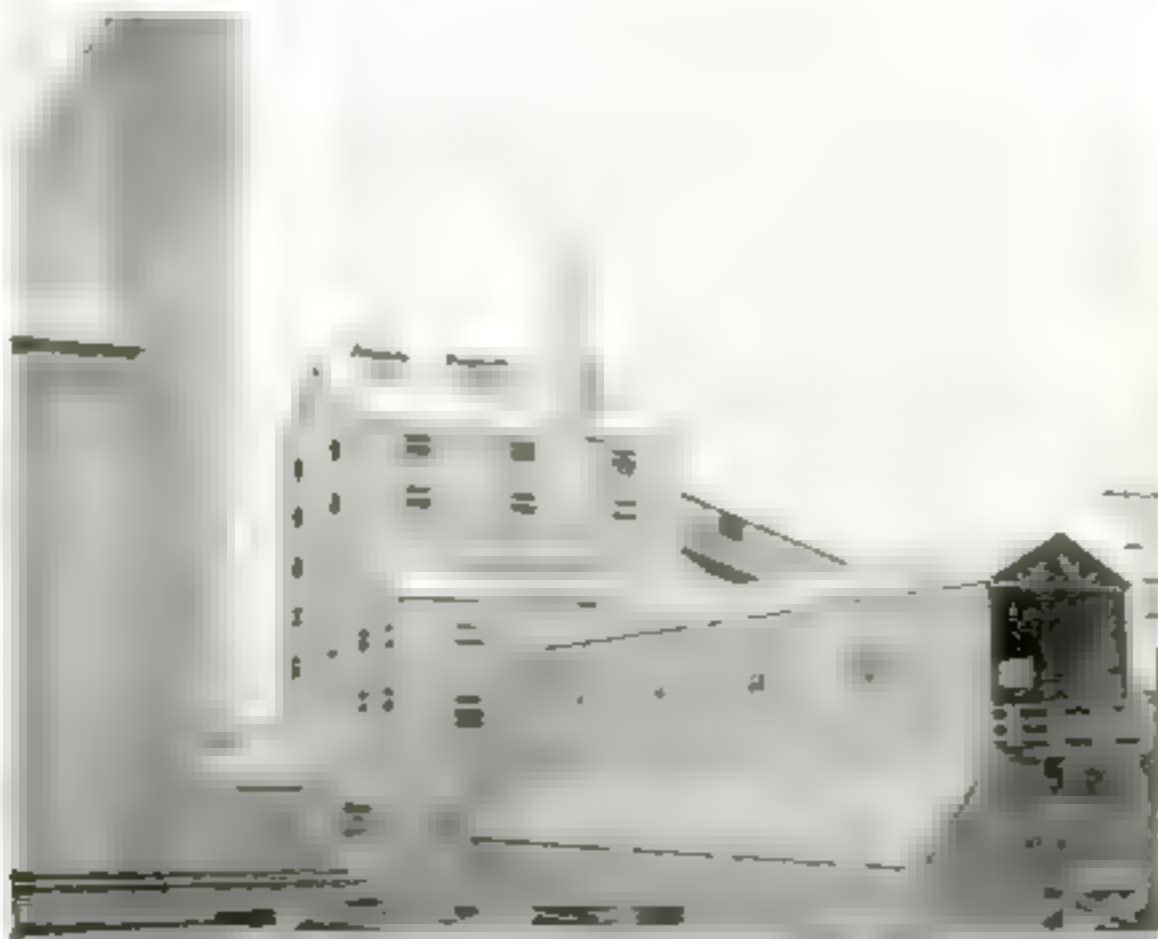
Habitant farmer, Lucien Thurotte, with son and horse, wears standard handmade costume of so-called "Johnny Canuck." He thinks of himself as only Canadian, not French or English.



Roadside shrines are more common in Quebec than in Central America. Notice windmill in background. Religious freedom was given 42 years in 1774 which kept it out of Revolution.



Outside stairway, like those common in New Orleans, is used by Quebec Canadians to save space inside. U. S. tourists love this Old World look.



Of world's asbestos, 55% is produced by Quebec, here at Thetford and at Asbestos. Pure asbestos lies in a thick sandwich layer in the rock, covers the factory with white dust. Miners can smoke in the mine.



Plains of Abraham, where Wolfe defeated Montcalm in 1759 and drove France out of North America, overlooks Quebec and St. Lawrence. Nazi prisoners are in citadel whose outpost is shown.

LOVES THE DOMINION AND LOOKS LIKE EUROPE



The clashing mixture of French-Canadian culture is shown by signs, including Sweet Caporal, Coca-Cola and Alouette (Lark) pipe tobacco. "Canucks" chiefly fear potent, industrial U. S.



Two centuries old, farmhouse has a steep roof to slide off snow, walls 2 ft. thick. Occupants helped defeat U. S. invaders in 1775 and 1812 and 1866, fought gallantly for their land. They make good soldiers.



Strip farms (see stone walls in distance) are feudal French hangover in Quebec. Farming is as thrifty as in France. The idea was to open on road or river.



High bourgeois family includes Francis Fauteux, batonnier of the Montreal Bar, wife and son. This is their "Turkish room." But most of the Quebec wealth is owned by English Canadians.



"Holiest place in North America" is Ste. Anne de Beaupré, "Canada's Lourdes," 23 miles down river from Quebec. Its grotto is piled high with old crutches, spectacles, braces, etc.



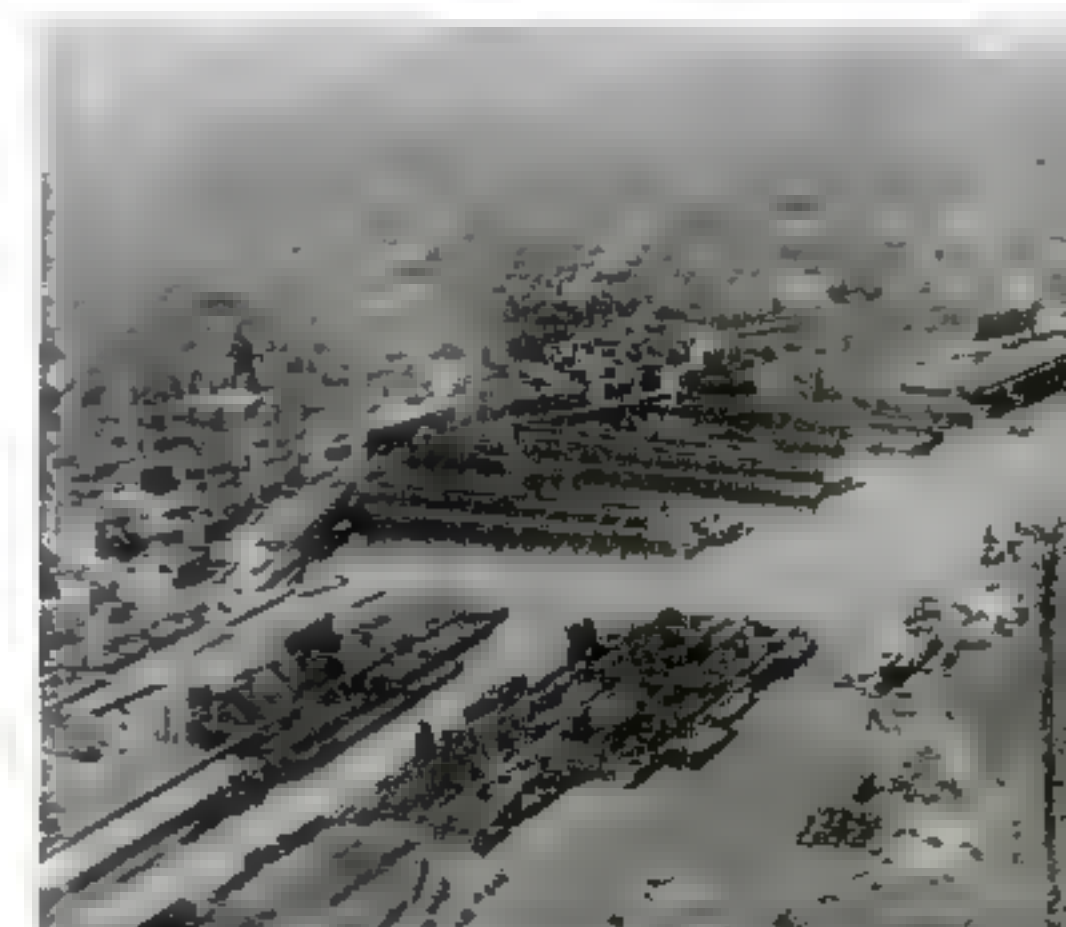
Priests in shovel hats walk down the narrow streets of Quebec's Lower Town. The Church used to name Quebec Governors, still bars Voltaire and Rousseau, often forbids dancing.



Old financial heart of Canada used to be Montreal's St. James Street. Shown is the Bank of Montreal, biggest next to Toronto's Royal Bank of Canada. Bankers control Canadian industry.



English minority in Montreal, Canada's biggest city, act super-British, here play English cricket to be different from their French-speaking neighbors. Most of the Montreal signs are given in both languages.



An ocean port 1,000 miles inland is Montreal. In the background Atlantic ships unload. In foreground Great Lakes freighters load at the Lachine Canal.

(continued)

ENGLISH CANADA IT IS RICH AND PROTESTANT,



Federal capital of all Canada is lovely Ottawa in Ontario, picked in 1838 by Queen Victoria. In foreground is Capitol; beyond, the Ottawa River.



Government House, where Governor General At Home now lives (see p. 13), might become White House of the President of a World Union of Democracies, if Ottawa becomes its capital. It is called Rideau Hall.



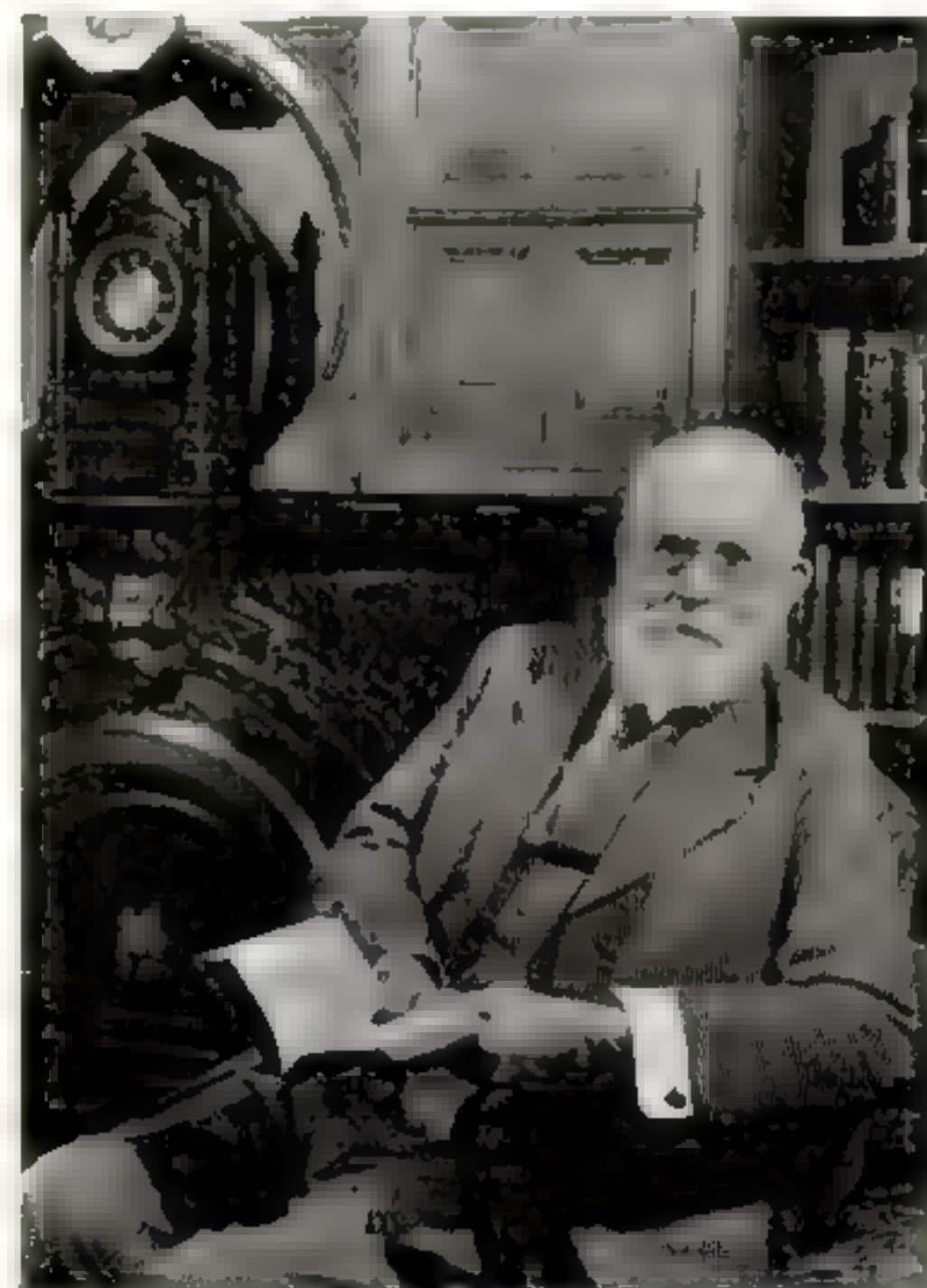
Rich man, Sam McLaughlin, makes McLaughlin Bucks, runs General Motors at Canada's greatest estate, has bought \$1,000,000 in Canadian war bonds. He is a big fella.



"King Billy" Harper, past Grand Master of the Orange Lodge of Ontario, rides white horse in Boyne Day parades. Orange men long controlled the anti-Catholic politics of Ontario.



Toronto Skyline is seen across bay from cannon-decorated lawn of swank Royal Canadian Yacht Club, world's biggest fresh-water yacht club (\$2,000 members). Did people bow to a king?



"Grand Old Man" is Sir William Mulock, 90, who established penny postage, discovered Mackenzie King, now talks about the Boer War and Disraeli. He drinks a quart of whisky a day.



Toronto Stock Exchange, now almost idle because U. S. sellers cannot take money out, is the world's newest (1937). Ontario mining has made it potent.

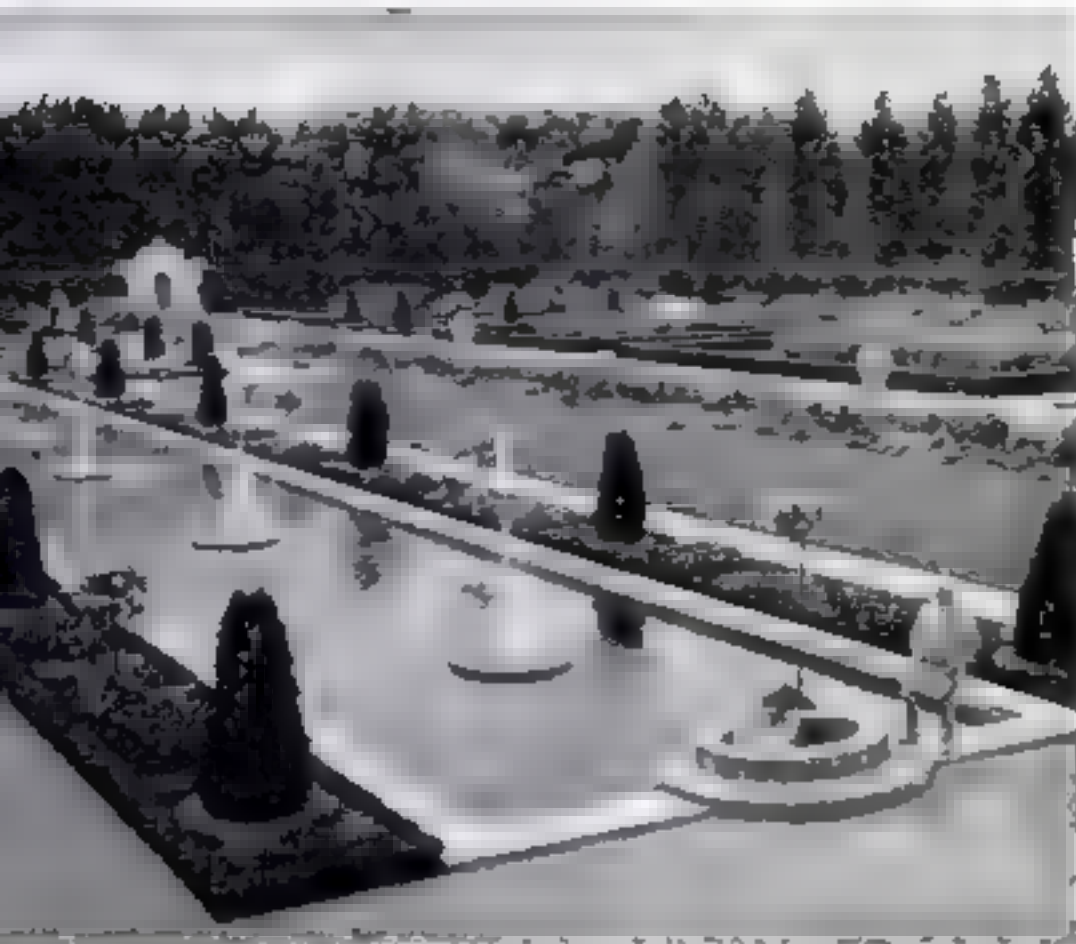


British flags decorate houses of loyal Torontonians. Everywhere are signs: "Chins up! There'll always be an England." Canadians feel entirely confident of victory over Nazis, somewhat resent U. S. anxiety.



Airplane gun turret is explained to Canadians and American boy (with bugle) at Toronto's National Exhibition "The Ex". Favorite amusement was machine-gunning German planes.

COMMERCIAL AND CONSERVATIVE AND CONTENTED



"Biggest private gardens in America" is Millionaire McLaughlin's claim for these. He also has indoor pool, harbor shop, squash court, bowling alley, billiard room and fine Canadian paintings.



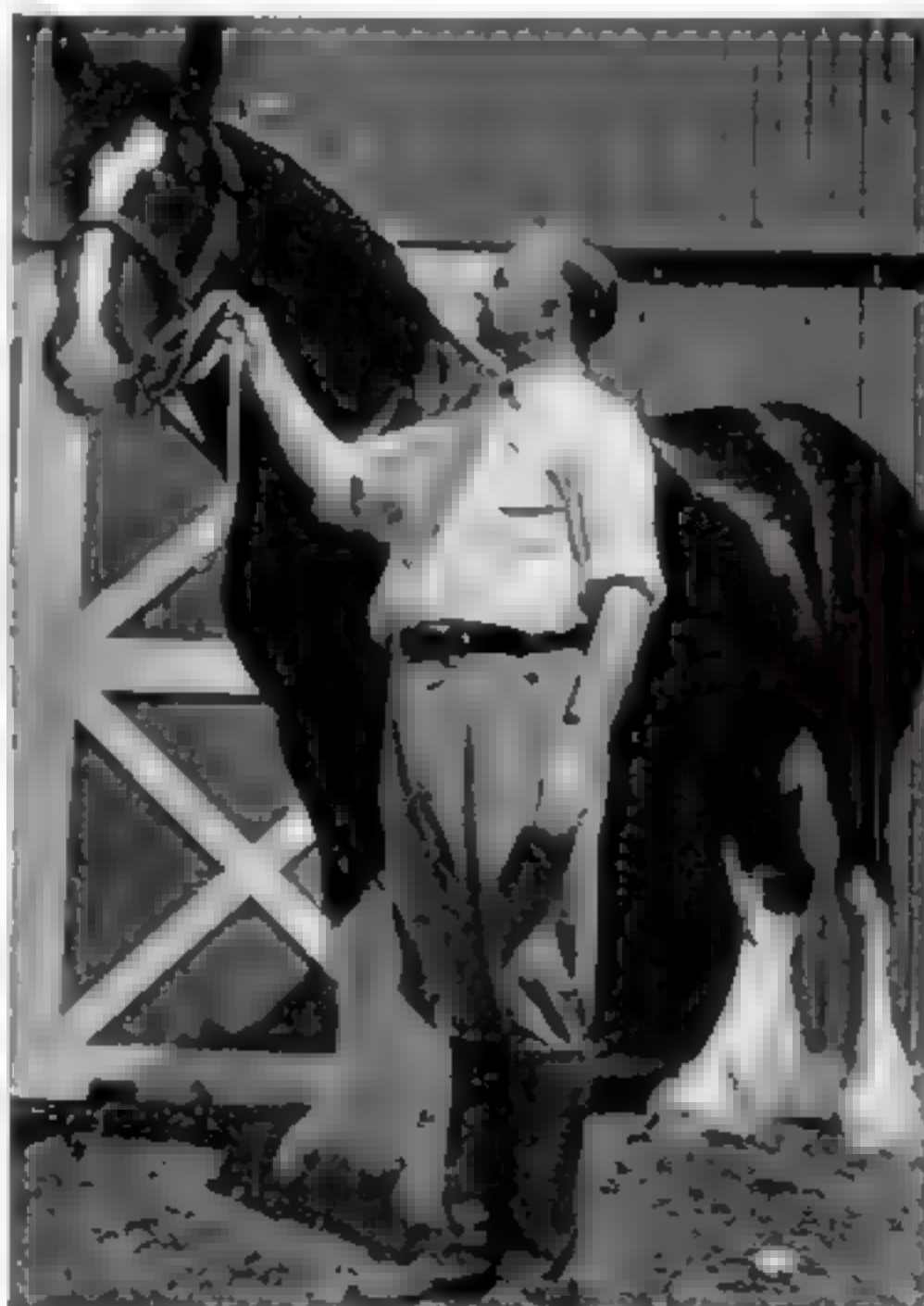
Rich farm in the Niagara peninsula, most fertile in Canada. Nearby are tobacco farms and vineyards. Northwest of this westward roads end and a thousand-mile wilderness separates Ontario from Manitoba.



All womenfolk knit for soldiers at the summer home of Bert Gooch, an executive of Canada Life Assurance Co., Toronto's biggest. Gooch is off fishing.



American General Pike (of Pike's Peak) who burned Canada's capital of York (now Toronto) in 1813 is here actually memorialized in Toronto. Burning of Washington was in revenge.



Ontario's Premier, rambunctious "Mitch" Hepburn, standing with champion Clydesdale, has opposed Liberals, Conservatives, Protestants, Catholics, U. S., Britain, capital and labor.



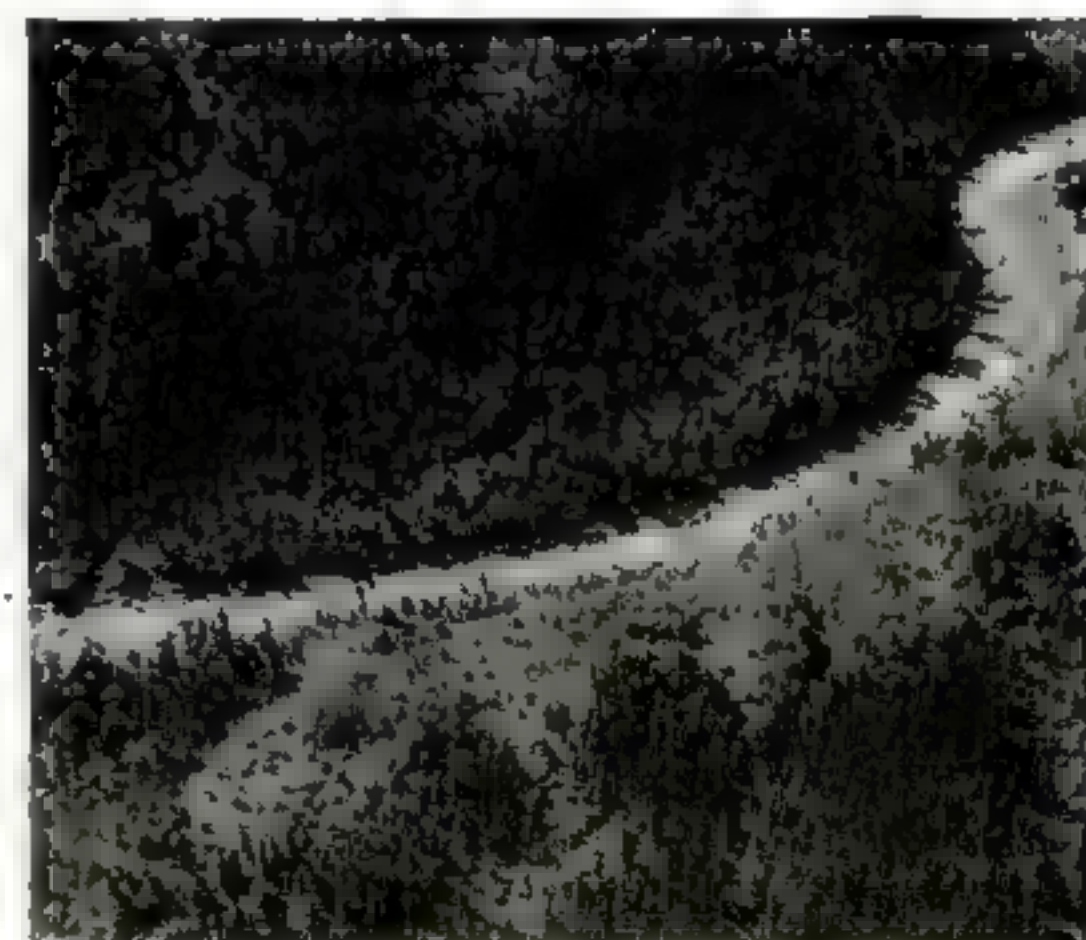
Patriotic sign in Toronto. Canadians who are strong on chin and patient determination make excellent soldiers, better airplane pilots. They plan to train 30,000 airmen for England.



Lawn bowling is poor man's sport in Toronto. This club charges \$5 a year to keep up lawn, buy the lopsided balls. Idea is to get balls nearest "kitty," white ball at farther end. Game is calm.



Rich at Royal Canadian Yacht Club also bowl on lawn. One champion said: "Bowling collapsed with Prohibition. You need a drop of Scotch and a shower to relax." The game of lawn bowling is played by teams.



In North Ontario and Quebec wastes forests supply 90% of U. S. wood pulp. Mines supply most of world's platinum, radium, gold, nickel and silver.

(continued)

WESTERN CANADA *IT REACHES HUGELY FROM THE*



The wheat country of Manitoba, Saskatchewan and Alberta receives the world's largest single railway freight yards at Winnipeg. Two great railways carry the wheat to Lake Superior, whence it goes by boat to the world. The English last year is now being built. The Winnipeg Grain Exchange is now No. 1 center of export grain.

Grain elevators at Falar, Saskatchewan, from July, since Canada's carry over of 27,000,000 bushels of wheat. But the great 100,000-bushel silos will store this year's estimated crop of 400,000,000 bushels. The price is set at 70¢ per bushel, plus 1¢ per bushel at 70¢ U.S. price. Elevators are close and the railroads of the West.



PRAIRIES TO THE PACIFIC TO THE NORTH POLE



↑ **Farthest north grain port** is Port Churchill, Manitoba, Government-built to provide Hudson Bay short cut for wheat boats. It needs 10,000,000 bushels a year to support railroad, has not loaded a ship this year because no convoys are provided. But railroad has opened rich mining country. Swells in foreground are glacial rock formation.

↓ **Outpost of Empire** is Vancouver, cosmopolitan Pacific port, divided from rest of Canada by the towering Rockies. From here ships shuttle to India, Australia, Singapore, Hong Kong. Here retired Englishmen come to die in its fine, wet English climate. The biggest building shown is Hotel Vancouver. Exit to sea is off right.





①

Jacques Cartier (center) in 1535 wins the valley of St. Lawrence for France, here parleys with chief at Hochelaga, now Montreal (Royal Mountain).



②

Samuel de Champlain is made Governor of New France by King Henry IV (of Navarre) who was the first king, after the Valois, to push colonization. Champlain pushed fur trade.



③

"The King's girls" are sent to Quebec to marry the rude colonists. Louis XIV paid subsidies to big families, setting a fashion that still survives.



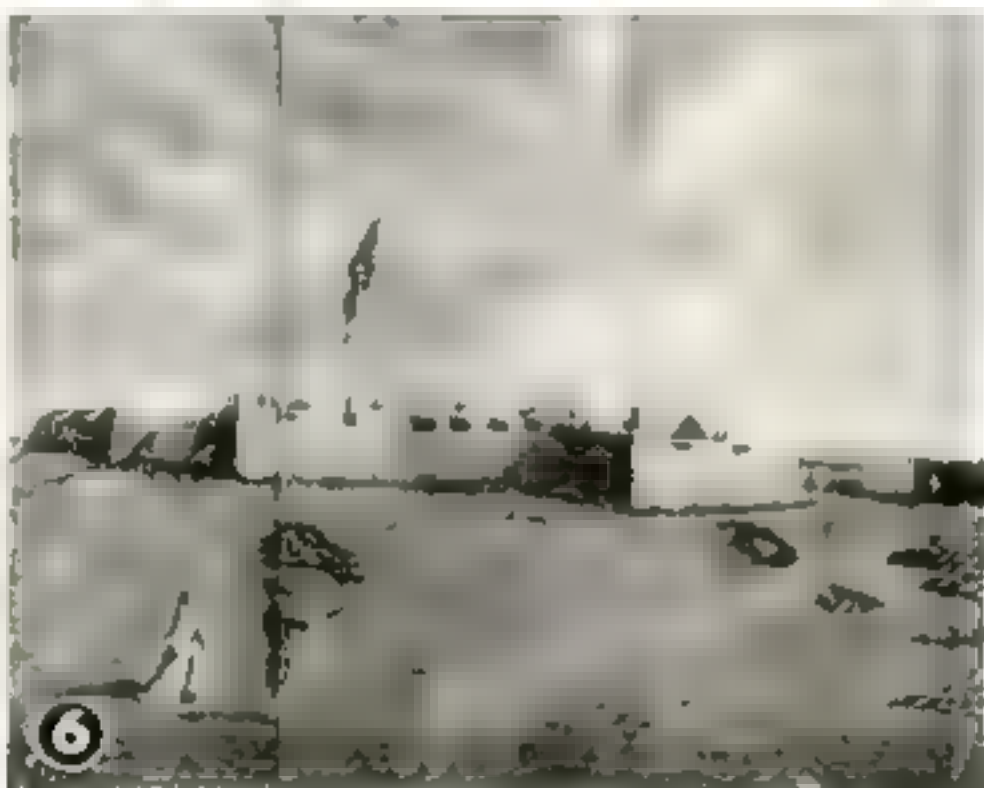
④

Active French headed by La Salle explored busily, here claim the entire Mississippi Valley for France in 1682. The slow-moving English did not expand westward until much later.



⑤

Hudson's Bay Company of England, chartered by King Charles II to get furs in the heart of French country, here sells its furs in London coffeehouse.



⑥

At Port Churchill (see page 111), Hudson's Bay Company builds Fort Prince of Wales to defend position on the bank of New France. Trappers eventually pushed on west to Oregon.



⑦

New Englanders attack French Canada in 1745 (during Europe's War of the Austrian Succession), besiege Cape Breton's Fort Louisbourg and take it.



⑧

Seapower first wins Britain Nova Scotia, from which in 1765 she forcibly moves out the Acadians as a Fifth Column. In 1759 Wolfe defeats Montcalm at Quebec and both die (below).



⑨



⑩

HISTORY OF CANADA

U. S. MADE BRITAIN

MAKE CANADA FREE

The history of Canada is as obscure to U. S. citizens as that of China. Yet Canada is unquestionably the most important foreign nation in the world to the U. S. right now. To understand Canadians, it is necessary to remember that for 150 years the U. S. has acted on the assumption that Canada would join it any day. Thomas Jefferson, Henry Clay, Andrew Jackson, Secretary of State Seward all thought so. Seward bought Alaska to flank Canada and force it into the Union. Twice, in 1775 and 1812, the U. S. formally invaded Canada. Private citizens from the U. S. fought Canadians in 1837, 1866, 1870, were ready to fight them in 1844 over the Oregon Slogan, "54° 40' or Fight!" The boundary was set at 49° but the U. S. did not fight. The U. S. canceled the reciprocity treaty in 1866, Canada prevented another in 1911. A Canadian governor sneered at the U. S. "ideas of equality and insubordination." Theodore Roosevelt spoke of Canada's "bumptious truculence"; Sir Wilfrid Laurier of the "grasping" U. S. President Grant urged annexation if Canada "is amiable or if she is troublesome and ungracious."

U. S. aggressiveness produced one excellent thing. It forced England to make all kinds of concessions "to keep Canada in the family," leading to an Empire Commonwealth of Nations.

Meanwhile, both repelled and fascinated by the U. S., Canada has imitated it in some ways, remained very British in others. To survive industrially, it has had to protect its Big Business with high tariffs. To hold itself together it has used freight planes, now carries more air freight than any other country. But half its native sons move to the U. S. It gets its movies, magazines, radio programs, way of life, luxuries and necessities from the U. S. Canadians look, talk and act more like U. S. Americans than anybody else in the world.

At the same time they believe in that ideal known as the British Empire. They are loyal to the King's representative, Governor General the Earl of Athlone (see opposite page). They are spending \$940,000,000 for the war and intend to win it.



Birth of British Canada is the arrival at St. John, New Brunswick, of the citizens of the Thirteen American Colonies who had remained loyal to the British Crown. Others went to Ontario. Usually rich, they brought little wealth with them.



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A fountain reservoir inkstand with self-starting pen—"writes pages at one dipping."

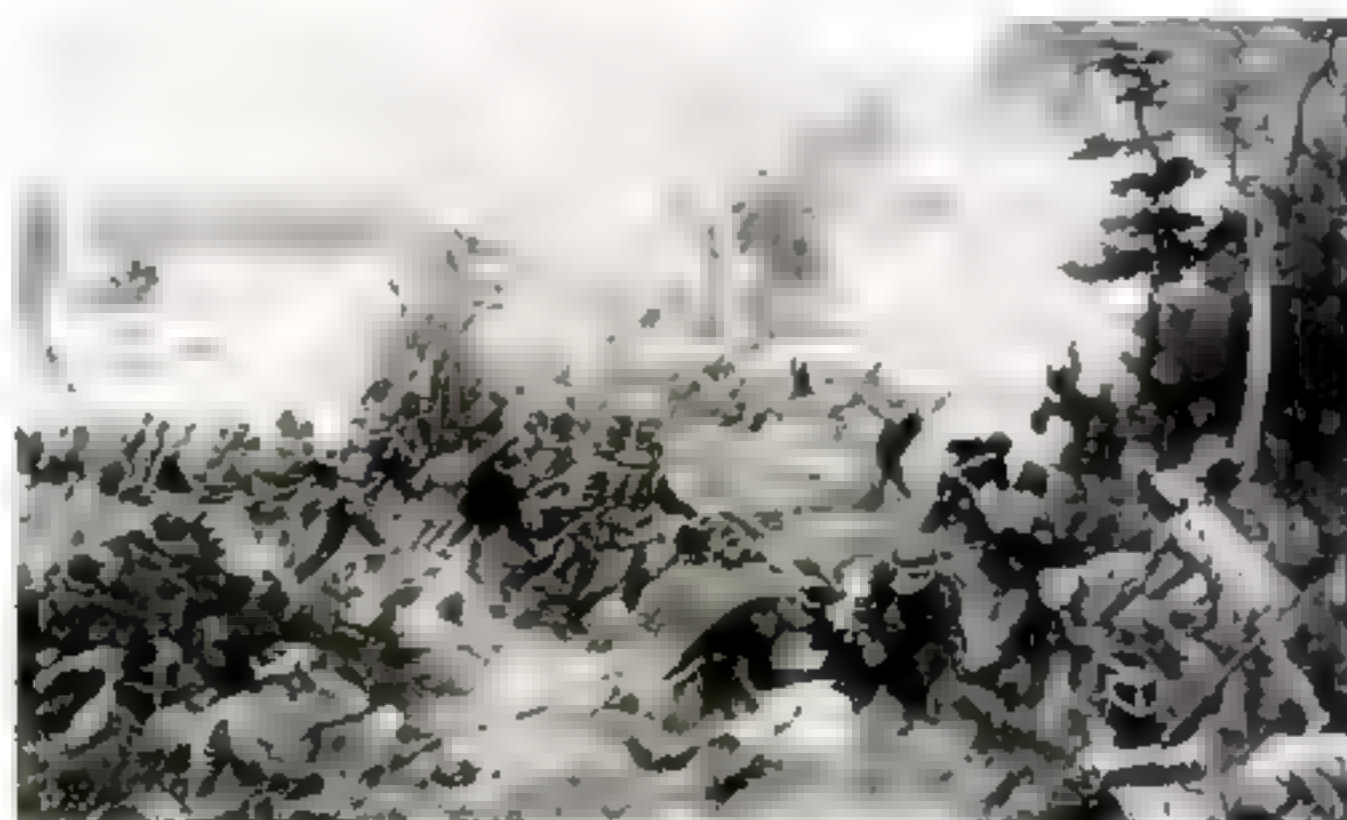


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Indians, resentful of Americans who wanted land, ally with British General Brock (right) in 1812. Said Henry Clay, "I would take the whole continent." War of 1812 was the young U. S. feeling its oats. After some victories, U. S. began to get hurt



Battle of Queenston Heights, given in U. S. textbooks as U. S. victory, actually resulted in the stopping of 8,000 incompetent American militiamen by 2,000 British troops. Able British General Brock was killed. Formal war found U. S. unprepared.



Barbara Fritchie of Canada is Laura Secord, who after racing 20 miles through wilderness warns British at Beaver Dam of attack planned by U. S. 1813 was good U. S. year; 1814 big British year. But after war, treaty demilitarized Great Lakes.



Class war, aided by Americans, is led in 1837 by Mackenzie (left) and Papineau (center) against "Family Compact" rulers of Canada. After defeat of rebels at St. Eustache (below), Britain sent Governor Durham, champion of democracy (right).



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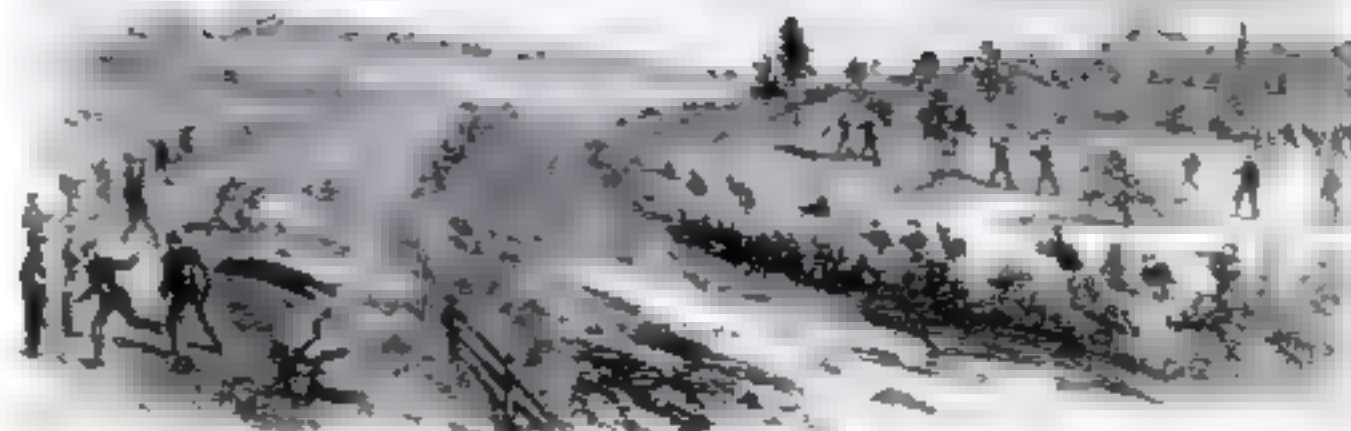
Skillful craftsmen, masters of their trade, hand-fashion these stylish hats. Your Portis hatter is showing them now.

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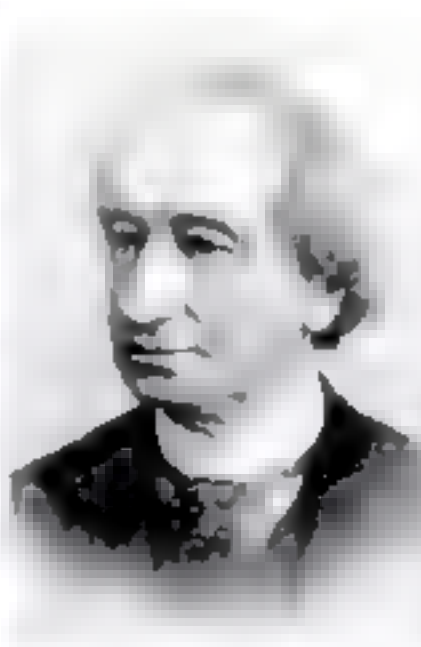
Typically American

"Protect" Perspiration-proof Interlining "Sweatband" Water-repellent Finish

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After Civil War, partly because Canada had permitted Confederate raiders to strike at Vermont, U. S. permitted Irish Fenians to invade Canada in 1866. Here they are defeated at Limestone Ridge, Ontario. Actually this helped Canadian confederation.



U. S. annexation of Canada was the expectation of Britain's Prime Minister Gladstone (left) and U. S. Secretary of State Seward (right), whereupon Canada's John A. Macdonald (center) rallied Canadians to draw up "Constitution of Canada" of 1867.



Canadian Convention, faced by England's indifference and U.S.'s post-Civil War militarism, meet in Ontario in 1865 to draw up a plan for Canada's union. Their 72 suggestions were accepted by Britain and Canada became first British Dominion.



Isolated half-breeds of Manitoba organize rebellion under Louis Riel in 1869, again in 1885. One of results was organization of the Royal North West Mounted Police, one of whom is shown below protecting the building of the Canadian Pacific Railway.



CONTINUED ON NEXT PAGE

Here's the advantage

DRINKS NEVER
TASTE THIN
WITH
GORDON'S GIN



And here's the reason

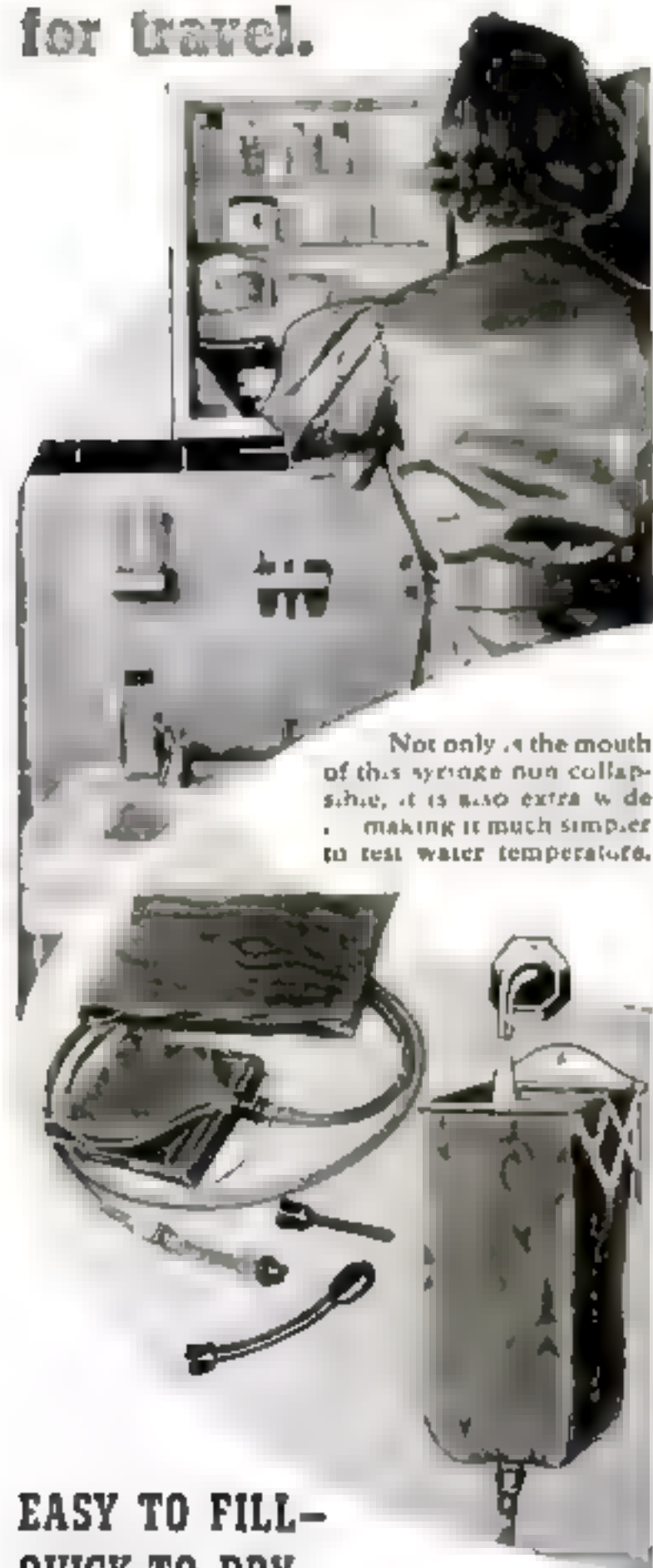
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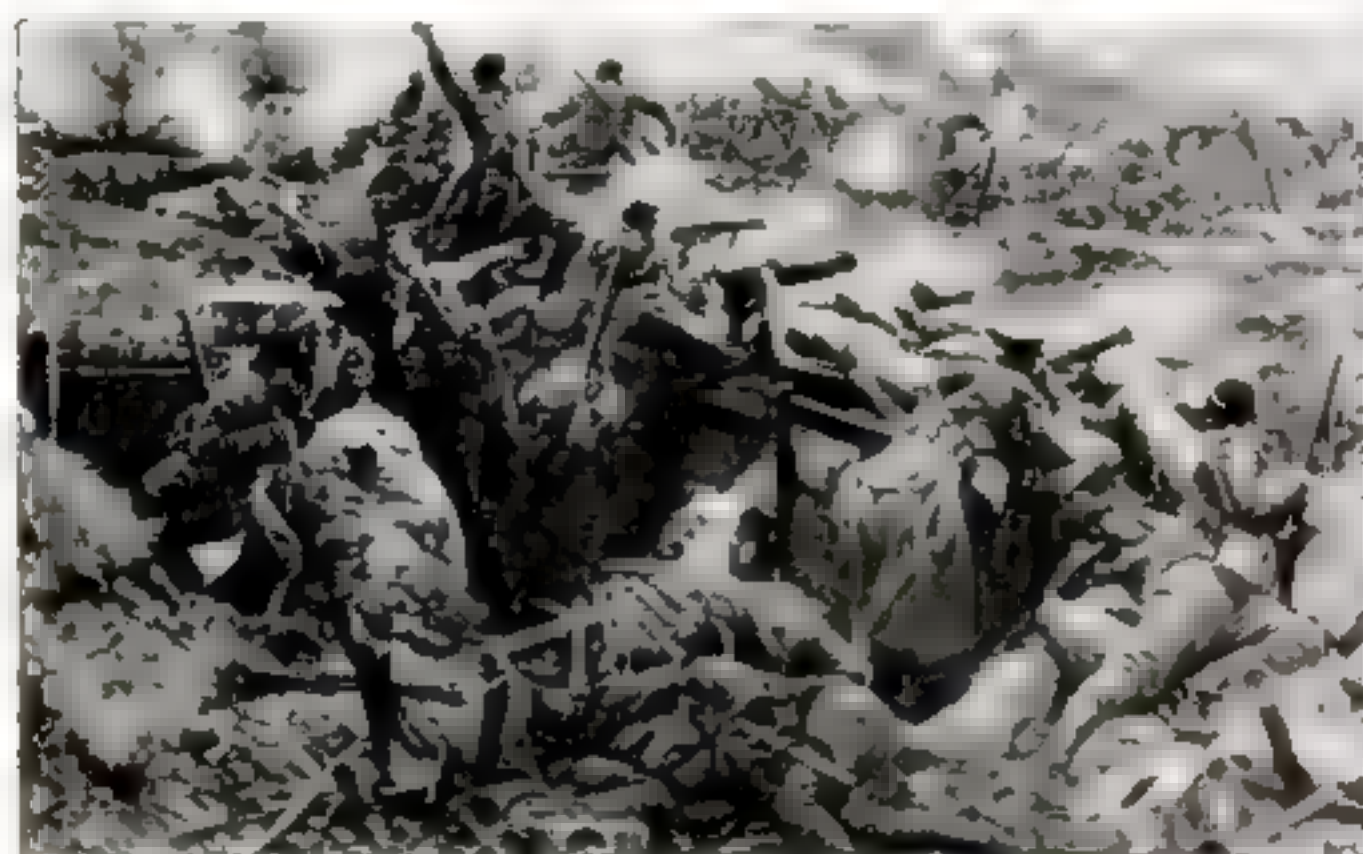
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(continued)



Canadian soldiers of the Strathcona Horse set out for Britain's Boer War. Others fought abroad in every Empire war in which U. S. was not the enemy. Catholic French Canadians helped defend Rome and Pope in 1860 against Garibaldi's legions.



Gallantry of Canadians in World War I became a legend. Here they hold the line at Ypres against the first gas, though they had no masks and the French had retreated on both sides. But above all Canada produced the Allies' greatest fighter pilots.



National independence is given Canada at Imperial Conference in London in 1930, at which the Statute of Westminster recognized Dominions as free nations under the same King as England. Canada is the senior and the greatest of British Dominions.



Historic visit was that of King George VI and Queen Elizabeth to Canada in 1939, shortly before outbreak of World War II. To the pride and comfort of England, they were an immense success. For Canada is indispensable to the British war effort.

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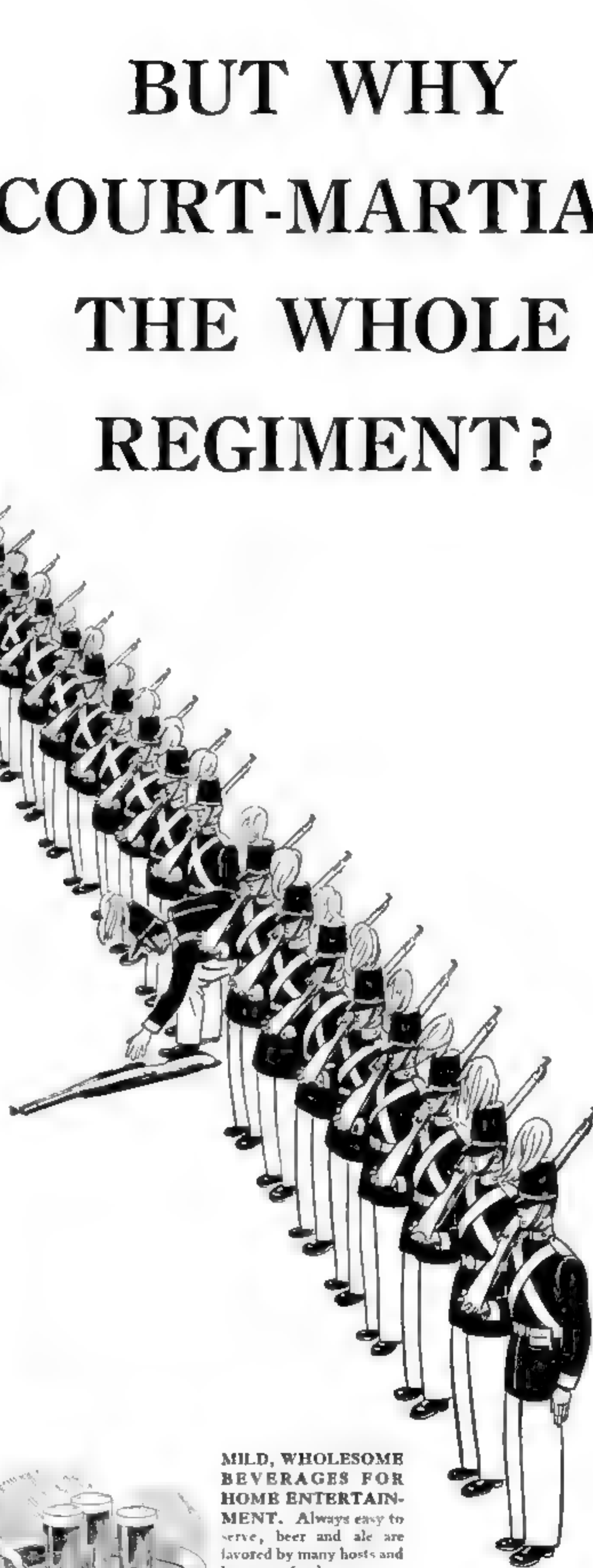
BUT WHY COURT-MARTIAL THE WHOLE REGIMENT?

There are bound to be one or two bad soldiers in every regiment. But why court-martial the whole regiment?

The same applies to beer and ale retailing. Out of hundreds of thousands of wholesome, law-abiding beer retailers, there is bound to be a small minority who disobey the law or permit anti-social conditions.

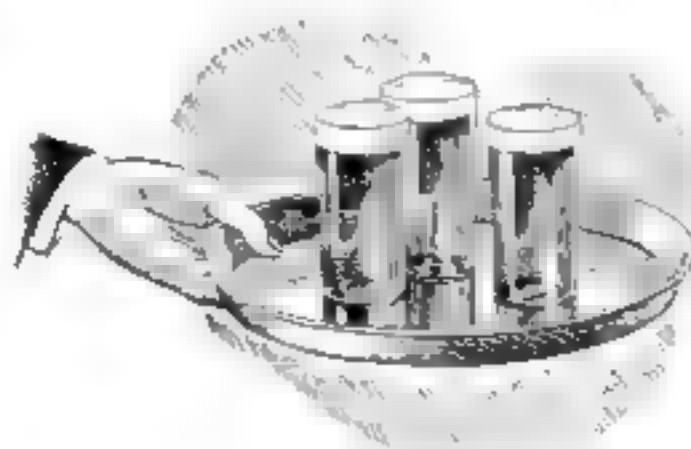
To protect your right to drink good beer and ale, the Brewing Industry wants even this small minority of undesirable retailers eliminated entirely. Beer is a refreshing, appetizing beverage—the beverage of moderation. We want *every* beer retail establishment to be as wholesome as beer itself.

To that end, we have instituted a "clean-up or close-up" program—now in operation in some states and being extended to others. We'd like to tell you about it in an interesting *free* booklet. Write:—United Brewers Industrial Foundation, Dept. A18, 21 E. 40th St., New York.



BEER AND ALE TAXES support schools, public health programs, care for aged. In many states, beer taxes are earmarked for socially beneficial purposes.

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BEER... A BEVERAGE OF MODERATION FOR THE NATION





Dawson's damaged ship, the *John M.*, lies docked for repairs at Weymouth after the narrow escape from dive bombers. The list to starboard is caused by water that entered after exploding bombs started her plates. She is of the type Britain uses regularly to run German blockade of Dover Strait with cargoes of coal and iron between north and south of England.

RUNNING THE GANTLET

ORDEAL BY AIR IN THE ENGLISH CHANNEL

by CAPTAIN WILLIAM HENRY DAWSON

It was about 1:30 in the morning of Aug. 8 when the first enemy attack came, the worst I have had to go through in this war and the beginning of a harrowing twelve-hour ordeal that nearly finished my ship and almost settled me as well.

The night was fine and clear but black as pitch. Hanging to the rail on the bridge of the *John M.*, I hoped that the fresh air would help keep me awake after 24 hours on deck. Loaded with coal from the north, we had come down the Thames Estuary and through Dover Strait. Now we were running west roughly off Newhaven, on the coast of Sussex, in a convoy flanked by armed trawlers and vessels dragging a balloon barrage overhead.

There had been some fun and games earlier that evening off Dover. Nothing serious—just a few dive bombers who were broken up by R.A.F. fighters before they could really get going. But coming on top of five dive-bombings in a fortnight, added to the strain of long hours on watch in these Channel runs, it had been enough to get me feeling tensed up. Still, I thought, the darkness anyhow will give us a few hours of peace from the Germans. Then, suddenly, I saw a blinding flash followed by a heavy explosion in the starboard column of the convoy. A second later the same thing to port. The explosions, distant as they were, rocked the ship and I could smell cordite fumes.

"What the hell's happening now?" I thought. Although it took me some seconds to grasp the meaning of it, I instantly told the helmsman to swing out starboard four points, port four points, zigzagging against submarines. I hung over the bridge straining to see into the blackness around, hoping to God I wouldn't run into the ships ahead and abeam, hoping they were zigzagging too.

When I heard the roar of motor engines away to beam, I guessed what was up. E-boats! [Fast German motor torpedo boats; "E" is British slang for "Enemy." —ED.] In the same second flares exploded overhead and I heard the scream of

ing bombs started her plates. She is of the type Britain uses regularly to run German blockade of Dover Strait with cargoes of coal and iron between north and south of England.

That England has stubbornly kept open her vital sea lane, the English Channel, in the face of ever-increasing German assaults is an amazing feat, due in no small measure to the hardihood of heroic merchant sailors like the author of this narrative. Captain William Henry Dawson, 42-year-old master of the 500-ton coaster, *John M.*, is one of many dogged Britons engaged in the important coastal traffic which supplements England's overburdened railways. A veteran of the last war, he here describes terror at a new high pitch during the now-famous mass attack of Aug. 8 on a Channel convoy.

aero-engines zooming upward. In the white glare I saw the whole convoy scattered over the sea, saw my gun crews running to stations fore, aft and amidships, all in a mad sort of panorama. And then the flares went out. I rang down for more of my engines and we zigzagged crazily on.

Just then Very lights, fired from the E-boats, curved up from the darkness to port and starboard, and the next second the guard boats went into action. They had seen the E-boats at last and the whole line on either side flickered with gun flashes, although from my position in the center column I could still see nothing of the enemy.

Then came another huge explosion astern and the gunfire mounted into a hellish din. Astern in the pallid glare from a clump of drooping Verys I saw one of the convoy ships slowly rear bow upward out of the water and then sink.

As the Verys went out, searchlights swung across the water and in that instant I saw an E-boat quite plainly, right on my starboard beam and less than 300 yards away. My Lewis gun on top of the bridge went into action. Spouts of water plumped round it—shellfire from the invisible guard ships. I saw the E-boat for a second or two longer heeling over in a great smother of white foam as she swung about and tore off again at something over 30 knots. Then the searchlights lost her and she escaped into the covering darkness.

We plunged on, the racket now dying down a bit. I signaled my ship's number to the convoy commodore and got the flash of his acknowledgment. We got the order to close up a bit. It was now 2:30 a. m.

I was just drinking some coffee which the cook had brewed for the crew when I heard the sound of aircraft overhead again. Down came the flares lighting us up, then the clatter of machine-gun fire. I just glimpsed the flash of



Captain Dawson stands on bridge above a lifebuoy boxed up to keep it from flying away after bomb concussions. On Channel run he goes 24 to 36 hours without sleep.

tracer bullets streaking into the sea ahead of us when I heard the whistle of a bomb. It struck the water ahead of us. The explosion seemed to lift my ship up bodily and drop it again. It flung the coffee cup out of my hand and sent me flying on all fours into the opposite corner of the bridge. My head bashed into an iron stanchion and I saw more stars than there were in the heavens. I thought all the teeth in my head had become unshipped. While I lay there for a second or two gathering my wits together, the mate swung the ship back into a zigzag, and my Lewis gunners went into action against a Nazi plane which had dived under the flares. I picked myself up and returned to my station while once again all hell broke loose.

Our gunners get a crack at the enemy

The E-boats were coming in for a second and bigger attack, helped by the flares from the aircraft overhead. This time they were not finding it so easy. The sea around was alive with searchlights and the guard ships were pumping star shell as well as high explosives into the water all around, when suddenly I saw an E-boat again on my beam, traveling parallel with my course and not many yards away. My gunners saw it at the same time and although it seemed to be just a swiftly moving streak of white foam, they poured at least a couple of drums of ammunition into it before it swung over and vanished. I am certain we hit it.

Sometime in the middle of it all I peered through the protection slit of the wheelhouse at the clock. It was 3.30 a. m. Only two hours had gone by since the first attack. It seemed like two years.

When the bombers had gone, I started along the decks on a tour of inspection. There seemed to be no damage so far and the gunners were cheerful and ready at their posts. The three gunners whom we coasts always pick up when we run the gantlet of Dover Strait were a bit sore, however, because they had not had much of a chance for a shoot and they envied the men on the outside columns of the convoy. That last E-boat gave us our only chance and one of my own A. B. gunners with the Lewis on top of the wheelhouse had got that.

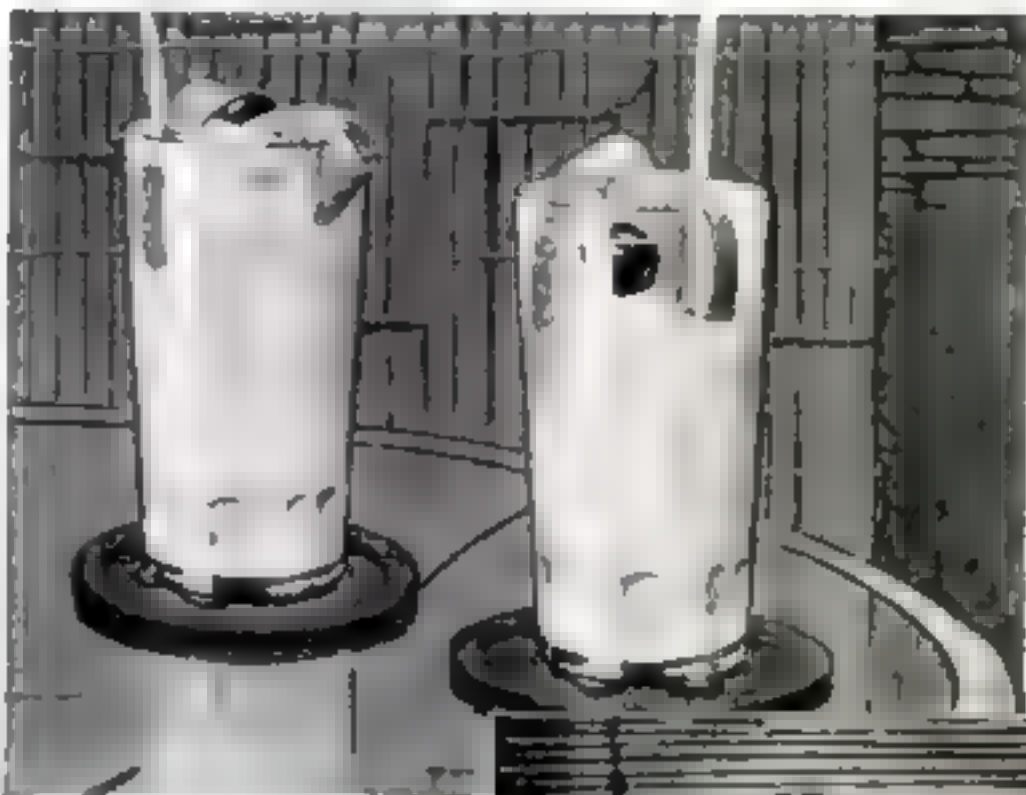
With the first light of dawn I saw that I was practically alone. The rest of the convoy were scattered specks along the horizon. The Germans had disappeared but there was plenty to do for the next few hours. I was kept

CONTINUED ON NEXT PAGE



*'17 Flavors in One'
give my Dry Gin
a 'Personality' that's
all its own!*

SAYS OLD MR. BOSTON



"WHAT A DIFFERENCE THERE IS in Old Mr. Boston Dry Gin! You cannot see this difference . . . but ah, in a Collins you can taste it in every sip. My gin's '17 flavors in one' give your Collins a tempting new tang and zest . . . a distinguished personality that it never had before!"

"FROM ALL OVER THE WORLD I gather my flavors. There's cardamom from India, Zanzibar cloves, coriander, angelica root, mace and orange flowers—17 in all—all imported! And each of these flavors plays its part in giving my gin its superbly distinctive taste."



"JUST AS A CHEF blends a sauce, so I blend these flavors with expert skill to achieve the matchless taste and bouquet found only in Old Mr. Boston Dry Gin. Rare flavor and smoothness will be your reward—when you take your first distinctive, delightful sip of a Tom Collins made Old Mr. Boston's way!"



Distilled from 100% Grain Neutral Spirits—90 Proof (85 Proof in some states)



OLD MR. BOSTON DRY GIN

Try Old Mr. Boston Slog Gin—America's largest seller! 70 Proof. Ben-Bark, Inc., Boston, Mass.

TROUBLE BEGINS WHEN CHILDREN
GET KNIVES... AND CUTS RESULT.

FOR ANY LITTLE CUT THAT NEEDS
A QUICK BANDAGE...



USE READY-MADE **BAND-AID** (AFTER TREATING CUT PROPERLY.)
NO FUSSING AROUND WITH AWKWARD, HOME MADE BANDAGES.

BAND-AID IS NEAT AND PRACTICAL.
JUST STICK ONE ON... IT STAYS ON...
EVEN ON HARD-TO-BANDAGE PLACES.
IDEAL FOR MINOR BURNS AND
BLISTERS, TOO. BUY A BOX TO-DAY.
ONLY 19¢ FOR 36 ASSORTED SIZES.



Johnson & Johnson
BAND-AID
Reg. U. S. Pat. Off.
ADHESIVE BANDAGES



In Copper Dome,
with leather heel.
Notice the distinctive
raised seam
treatment.

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Your handsome legacy from the Indian brave—adapted by Crosby Square craftsmen for the fashion-wise gentleman, and enriched by that "custom look." Masculine ruggedness that welcomes critical glances—comfortable, healthful freedom... Take the step to distinction now. It leads to your Crosby Square dealer. Write for his name. The House of Crosby Square, 2460 N. Sixth Street, Milwaukee, Wis.

[*\$5.50 to \$6 — some at \$5. Also*
Pre-Flex grade, \$6.85 to \$7.50.]

Running the gantlet (continued)

busy answering and acting on signals while the naval craft scurried around doing their famous dog act, gathering the convoy back into formation. Then I grabbed breakfast and took a quick shave to brace me up.

At 11.30 a. m. I went round for another look over my ship. Everything was quiet. We were off St. Catherine's point on the Isle of Wight within sight of land, less than 4 miles away. A few minutes later the peace was broken by a terrific explosion right ahead. I saw shells from our shore batteries plunging into the sea ahead and around racing peaks of foam, made by E-boats again, but this time the boats were heading for the French coast. No doubt their purpose was to give away the position of our convoy to the dive bombers.

"We were in for another dose..."

I guessed we were soon in for another dose and I was not long in doubt. Just after midday I saw a balloon coming down in flames ahead of us, followed by bomb thuds on the distant horizon. I called the men to action stations and swung out to starboard on the first leg of a zigzag.

Then I saw them—flocks of dive bombers under the high cloud racing towards my section of the convoy. They came along in V formation and then flicked into the old familiar "line ahead" position for the attack. Down they came. I could hear the scream of the leader's flight above the rattle of my guns which had already opened up. I saw the bombs leave and hurtle downwards. That first salvo hit a neutral ship on my starboard side. I saw the plumes of smoke and the big columns of sea water rise up as they struck on and near her.

On we went zigzagging madly. Up went the Jerries into the clouds and down came the second batch. This salvo missed us by about 100 yards and they must have all been duds. Holding onto the bridge rail (and holding my breath), I watched them plummet straight at us from where the dive bombers had pulled out 400 ft. up. I followed them down with my eyes and saw them hit the water and bounce out again. One of them bounced twice. They were screaming bombs. Perhaps the screaming gadget—the whistle or whatever it is that they have fixed on their fins—might have put them off their course. I watched another bunch of Junkers form in line and head for us. Away to starboard another flight was diving. Swallowing hard, I watched them come and out of the corner of my eye I saw my gun crews flinging in drums. Then this salvo crashed. The first one hit the water just near the starboard bow, the other was a near miss amidships. Again we experienced the familiar feeling of the ship being lifted and dropped. After them came more bombs, flinging up great columns of water nearly 100 ft. high which plunged over the ship and drenched us all.

I saw one water column, green between me and the sun, smash over the fore-castle head and sweep the two gunners off their feet. Ahead to port I saw the commodore's ship struck. Down came more stuff and at one time at least 20 bombs struck on either side. The ship heaved wildly and guns flashed all around the convoy. In the middle of the party the mate dashed into the wheelhouse, shoved the man away from the wheel and shouted: "For God's sake, let me do something!"

There was another screaming dive out of the clouds and this last salvo was nearest of all. It turned the ship nearly over on her beam ends. She righted slowly and shuddered. Then there was a crash below and the engines stopped. We lost way and swung round in a long curve.

"Now we're finished!" I thought. The Junkers were reforming again and we were just a helpless sitter. They came down, but to another part



Battered engines, which went out of commission while ship heaved under violent bombing, are repaired by chief engineer and helper. The *John M.* has Diesel power.

CONTINUED ON PAGE 10



From FLIGHT 1 to FLIGHT 47,844



AT DAWN, September 8, 1920, the first coast-to-coast air mail flight took off from Hazelhurst Field, Mineola, Long Island. The small, single-engined plane had few instruments. Its pilot had no communication with the ground. And he flew only during daylight. Three days later Flight 1 reached San Francisco.

Twenty years later—September 8, 1940—United Air Lines' famous "Continental" will take off from La Guardia Field, New York, at 5:30 p. m., to fly to California *overnight*, following the same route from the Atlantic to the Pacific.

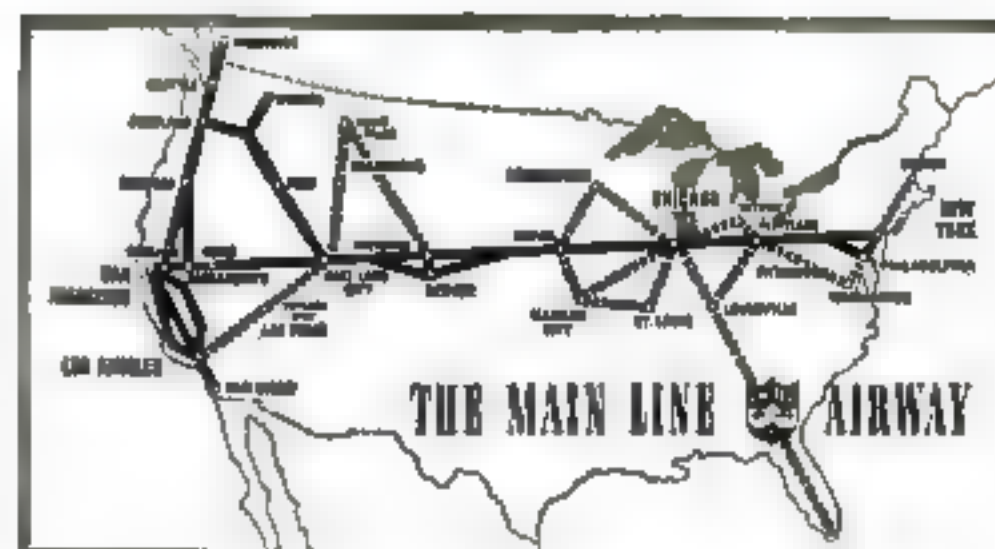
The big Mainliner sleeper, scheduled on coast-to-coast Flight 47,844, will be manned by a crew of two pilots and a stewardess. At their disposal is every modern airplane and airway facility. Its passengers will enjoy luxurious accommodations. And the following morning they will step out in San Francisco, at 8:04 a. m., after a restful night's sleep. Their fare is less than \$150—compared with the \$400 charged the first transcontinental passengers.

Thus, this month, United's Main Line Airway marks its Twentieth Anniversary. Flight 47,844 reflects the great pioneering of the U. S. Post Office

Department, followed by the engineering progress achieved during United Air Lines' world record experience of 175,000,000 miles of flying.

United's Main Line Airway parallels the Old Overland Trail, historic route of the explorers of the West, the covered wagon, the stage coach, the Pony Express, the first transcontinental railroad, telegraph and highway. On this original cross-continent airway were developed most of the outstanding service features of airline travel, as well as the important scientific achievements that make possible modern airline service.

For twenty years this airway has ranked as the world's busiest long distance air route. Today, great fleets of Mainliners span its length overnight, to provide you swift, dependable, economical air transportation between the most important cities of the East, the Middle West and the entire Pacific Coast.

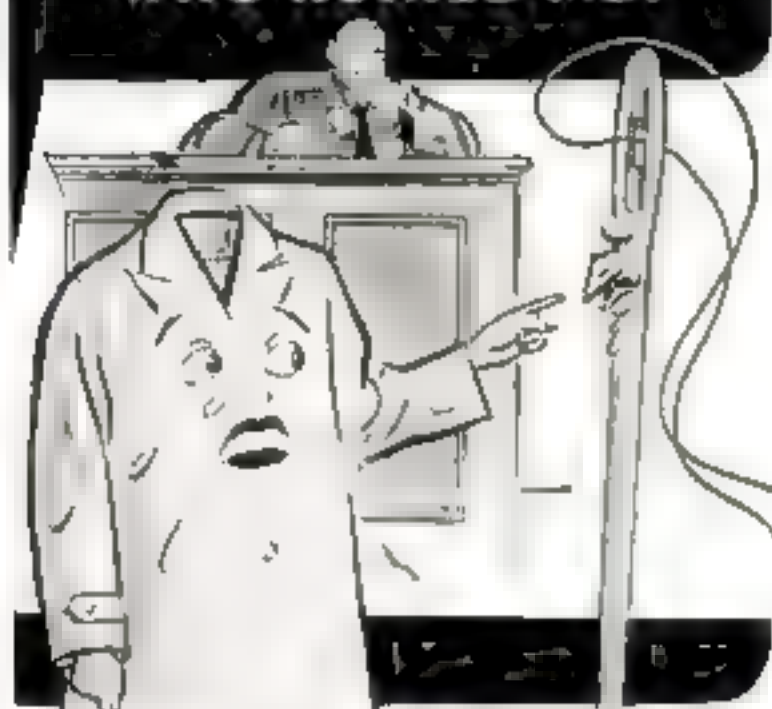


United Air Lines Nation-wide System, over which United has flown 175,000,000 miles, is today a vital link in the National Defense Program. Shortest, fastest, between the East and most Pacific Coast cities. For information and reservations call your travel agent, hotel or United. United Air Lines offices are located in 38 principal U. S. cities.

UNITED Air Lines

COAST TO COAST . . . THE MAIN LINE AIRWAY

THERE'S THE VILLAIN WHO RUINED ME!



THE NEEDLE is one of man's greatest inventions—but it's played havoc with many a raincoat. For every exposed needlehole is a "welcome in" sign to the rain. Why be done wrong by a leaky raincoat? Keep your rainy days bright—and **SAFE**—with a **RAYNSTER***, hand-tailored the stitchless, leakless way!



STITCHLESS TAILORING!

Streamlined smartness and **SMARTER PROTECTION** in the rain. High style? Yes! Smart fabrics? *The swankiest*...even those ritzy gabardines and poplins. But this big difference—complete and *permanent* waterproof protection! We make the fabrics *100%* waterproof, not just temporarily "water-repellent." Hand-tailored the exclusive Raynster* stitchless way, they are bonded into one watertight unit—without one needlehole to leak. Stitchless seams are smoother—and *stay* smooth because they can't pucker. Some Raynsters* lined for topcoat wear. At **Better Stores**.

United States Rubber Company
Rockefeller Center • New York



Running the gantlet (continued)

of the convoy. All misses. Two of the Junkers broke off in tatters, hit during the dive by ship fire.

I turned round in the middle of the din and found the chief engineer at my elbow. He was drenched to the skin from the water which had plunged down into the engine room. He grinned at me and then reported that the main engines were gone and the auxiliaries had been smashed by bomb concussions. "She's making water," he said, "and I'm afraid we're going to lose her."

I ordered away the lifeboat (which is always hung over the side in readiness while we are running in convoy) and the men began to go to the boat station. But as the boat touched the water she began to fill. She had been holed by bomb splinters or by E-boat fire the night before. There was nothing to be done except signal the escort vessels. It was then only about 12.30 p. m. Dazedly I was trying to reconcile myself to the loss of my ship and wondering what to do.

Then from the Lewis gunner on the monkey island above the wheel-house I heard a shout, "Here come the Spits." [British Spitfire fighter planes—ED.] I turned my head toward the land and saw a whole squadron of them coming glinting out of the sun and heard the scream of their supercharged engines going full out even above the noise of the gunfire. In they came haldheaded [slang for "precipitately"—i.e., not even stopping for one's hat or wig—ED.] at the Junkers squadrons which were just forming up for a mass dive. It was the grandest sight I have ever seen. For the next few seconds the sky was full of whirling aircraft and falling, flaming black streaks of crashing dive bombers which had set out to massacre our convoy. It was all over in a few minutes. The sky was clear now except for the Spitfires which had come down and were roaring and circling overhead.

We make for shore under escort

During this last minute or two I had heard a lot of hanging down below and the second mate came up to me with a message from the chief that, though the auxiliaries were smashed and their bedplates gone, they could manage to repair the main engines and thus keep the pumps going. I signaled the escort vessels that I would try to make harbor or otherwise try to beach her. I asked one of the escort vessels to stand by us. We got under way again limping along toward shore, while behind me I could see boats standing by a sinking vessel and the commodore's ship, which was on fire.

Half-way to shore more Junkers appeared in the distance, even more than had attacked us the first time. There were fighters with them and the Spitfire squadron shot upwards into action. More Spitfires came out from land and a terrific fight took place right over our heads, where I could count as many as 200 aircraft in action. That was the big Channel battle of Thursday, Aug. 8. In a quarter of an hour's progress towards the land I saw twelve machines coming down in flames, ten of them dive bombers. And to the running accompaniment of this battle overhead we made our way, leaking like a basket from broken rivets and battered plates. Toward the end of that half hour the escort vessel signaled asking if I could still keep water down in my holds and make port. Thus I did.

And now here we are waiting for Lloyd's man to give us the okay that we are seaworthy enough to get around to a west coast port and dispose of our badly needed cargo. After that we'll have a brief overhaul and then try the gantlet again. It has got to be done, dive bombers or no dive bombers, blockade or no blockade, and I guess we can still do it.



Gunner who got E-boat was R. D. Thomas, 26 (right), recently married volunteer who was dental student before war.



Second Mate Francis Metcalfe (left), son of ship's owner, was turned down by Navy for poor eyes, now helps man gun.



When a new fall town shoe feels wonderful after a barefoot stretch on the beach... that's news! These stretchable new Walk-Overs hug like a girdle, look sleek as a glove, yet leave you as foot-free and flexible as you were born to be! Slide in... you'll see.

See below it's a Walk-Over Suit Shoe! Black suede with a gator grained calf.



EVEGLO (above) it's a Walk-Over Girdle! Fine black suede, banded with braid.

\$6⁹⁵ and \$7⁷⁵

Walk-Over Camels, \$6.95 and \$7.75 (slightly higher West). Custom grade Walk-Overs, \$8.75 up. Geo. E. Keith Company, Brockton, Mass.

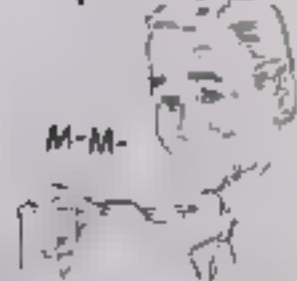
Gee, mom, these carrots
taste swell!

Don't faint, dad! I told you
my new Aluminum
would make vegetables
taste better!



Your thousand meals a year
deserve up-to-date
Aluminum Cooking Utensils

FOR FLAVOR



FOR HEALTH



FOR ECONOMY



Young Jim has discovered carrots aren't half bad if their natural flavor isn't spoiled in cooking. He'll learn to like other vegetables, too, now that mother has Aluminum utensils.

Aluminum safeguards flavors and food values, helps retain minerals and vitamins. It's *friendly to food*.

Friendly to fuel bills, too. Aluminum spreads heat rapidly, cooks things thoroughly in less time. No "hot spots" to burn and waste food.

For economy and better cooking, replace old, inefficient utensils with up-to-date Wear-Ever Aluminum. That name has meant quality and value for 40 years.

If you wish to know where to buy Wear-Ever, write The Aluminum Cooking Utensil Company, 1508 Wear-Ever Building, New Kensington, Pennsylvania.

LOOK FOR THE WEAR-EVER TRADEMARK WHEN YOU BUY

Aluminum at its Best:



“Wear-Ever”



Life Goes Calling on Joan Bennett

As movie star, mother and wife
of producer, her day is busy

The Joan Bennett who, in *The Man I Married*, cries, "Heil heel!" at her Nazi husband, is known to millions of cinemagoers. But few know the Joan Bennett here visited by LIFE Photographer Peter Stackpole. This Joan Bennett is an intelligent, handsome and busy woman of 30 who presides over a large home with ten servants near Hollywood's Sunset Boulevard. She is an interior decorator who has designed the furnishings of her French Provincial house. She is an amateur gardener with a passion for garden gadgets and a penchant for digging in the soil. She is an efficient household manager who scans magazines for kitchen inventions and keeps recipes on file. She is the wife of Walter Wanger, the independent producer whose latest movie *Foreign Correspondent* (LIFE, Aug. 26) will compete with hers at the box office. And lastly, she is the mother of two lively girls, whose education she faithfully supervises. On the opposite page, for instance, she reads to Melinda, her younger, in their favorite spot, Melinda's bed.



Melinda's dessert is chocolate ice-cream cone. Her father is Gene Markey, whom Joan married in 1932, divorced in 1937.

Household accounts, checked once a month by Joan, present difficulties, since running Bennett-Wanger establishment is no small business and she doesn't like to add. The miniature horses on her desk are part of a large collection.



A new kitchen gadget for grilling bacon is tried out by Joan while Berta the cook looks on somewhat skeptically.



Flowers for house are cut by Joan every morning with help of Melinda, who affectionately trails her mother around.



A trunk full of scripts of movies and plays is kept by Joan in the basement. The dog is Duke, her prizewinning cocker.

Romantic Spellbinders are Debs who take this Woodbury Facial Cocktail



MISS
Sylvia Kissel

In sports suit or fancy fall costume, this New York debutante is a natural. She is completely absorbed in the theatre, has played in summer stock. Dress designing is her hobby. Her total fair skin, her pride, says lovely Sylvia. "Woodbury Facial Soap, very refreshing and others so marvelously, it's a pleasure to use."

SAYS **CHOLLY KNICKERBOCKER**
NOTED SOCIETY COMMENTATOR

"Cupid's gilded darts are scoring plenty of direct hits these days! Who are the lucky girls? Those clever young debutantes who garb their complexions with glamour by taking a Woodbury Facial Cocktail before every date! It enhances their allure."

AT 5 P.M. each day, smart debutantes take a Woodbury Facial Cocktail... a reviving beauty treatment with Woodbury Facial Soap. Woodbury's glistening "cocktail lather" leaves skin serenely soft, coaxes moist freshness to dull, day-weary skin. See how silky-smooth Woodbury leaves your skin. How bright, refreshed! Only 10¢, wherever fine soap is sold.

"FOR THE SKIN YOU LOVE TO TOUCH"



1. "No matter how full my schedule," says Sylvia, "I never miss my 5 o'clock Facial Cocktail."
2. "A clear skin is so becoming. A beauty cocktail with Woodbury 'does things' for my complexion."
3. "They say I've got a 'ruffy' complexion. Woodbury Soap deserves my thanks. It's so refreshing!"



"Benmeldi," in studio wagon, is derived from Ben and Meldi. Doree is daughter of John Marion Fox, Seattle businessman, whom Joan married in 1926. He voted in 1928. She goes to exclusive Westlake School, headed by Shirley Temple.



Fan-mail conference is held at home with Joan's personal secretary, who handles over portraits for magazines. Below the word, only, meaning Joan, her children and Walter Wagner, her husband, go shopping at Los Angeles Farmers' Market.



CONTINUED ON PAGE 125



3 OUT OF 4 AMERICANS NEED MORE VITAMIN B₁
 SAY FOOD AUTHORITIES

NOW YOU GET THIS ENERGY VITAMIN IN POST TOASTIES

And in no other corn flakes!

FOOD authorities throughout the country warn that the American diet is seriously lacking in Vitamin B₁. Much nervousness...lack of energy...poor appetite, and subnormal growth in children, they point out, may be caused by this Vitamin B₁ deficiency. They urge that this vital food element be restored to the nation's diet.

So, in the interest of better nutrition, and at no extra cost to you, Post Toasties have now been enriched with Vitamin B₁—full

amount of this precious vitamin that nature originally stored in her choice corn.

And Post Toasties are the *only* corn flakes that give you this important Vitamin B₁ benefit!

Here's what this means to you: Today, a bowlful of Post Toasties with milk gives up to $\frac{1}{2}$ the Vitamin B₁ required daily by young children— $\frac{1}{2}$ that for older children and adults. So, to get more of the Vitamin B₁ you need daily, enjoy a crisp, delicious bowlful of Post Toasties every morning!



Copyright, General Foods Corp., 1946

A Post Cereal made by General Foods



How Post Toasties save you money!

WHEN you buy cereals—the cost per ounce is the cost that counts! And Post Toasties actually *cost you less* per ounce than most other leading brands of ready-to-eat cereals—only half as much as some. For proof—compare the *net weight and price* of Post Toasties with other popular cold cereals. You'll find, on the average, that the price you pay for a big Post Toasties package buys you $4\frac{1}{2}$ ounces more—4 big, extra servings at no extra cost.

And now, *adding value to value*, Post Toasties bring you what no other corn flakes offer—full Vitamin B₁ value of choice corn. And you get this extra benefit not only at *no extra cost*, but actually at a *saving* over many other cold cereals!

POST TOASTIES + VITAMIN B₁ = EXTRA VALUE AT NO EXTRA COST!

Nature endows grapes with an abundance of Dextrose, the natural sugar the body uses directly for energy.



Luscious ripe Grapes
are rich in pure Dextrose Sugar



By actual energy tests, a 150-lb. athlete can skate almost 12 miles on the FOOD-ENERGY contained in one 5c bar of delicious Baby Ruth Candy.

—and so is delicious Baby Ruth

Yes, in every bar of fresh, fragrant Baby Ruth candy is an abundance of food-energy. Deliciously blended in Baby Ruth are such natural foods as milk, butter, eggs, fine chocolate, top grade peanuts—and pure Dextrose, the sugar your body uses directly for energy. Is it any wonder millions agree “Baby Ruth is fine candy and fine food”? CURTISS CANDY COMPANY...CHICAGO



AT CANDY COUNTERS
EVERYWHERE



In a mirror-lined room Joan dresses for a formal dinner with the help of her maid. The evening gown is a gift from her husband, whom she married last January. So the white fox cape she wears (below) as she descends circular stairway to foyer.



**SCIENCE GAVE
UNSELFISHLY!**
*to bring you
healthful sleep*

**Introducing
THE NEW**

Sealy Rest
AMERICA'S
HEALTH MATTRESS

WITH ITS AMAZING "HEALTH-IZED" CONSTRUCTION FEATURES

To know what "Health-ized" means—is to understand why the new SEALY REST—America's health mattress—is a distinct achievement for the public good.

"Health-ized" is an exclusive Sealy trade name—and means that many scientific developments conducive to proper rest have been brought together by Sealy—and coordinated into a perfect combination for healthful sleep.

The result is the new Sealy Rest—and because it is "Health-ized"—it contains such features as germ resistant ticking—irradiated cotton felt treated with ultra violet ray—an innerspring construction which gives perfect support for the important vital third of the body—and many other similar features of proved scientific worth.

Your Sealy dealer will gladly show a new Sealy Rest mattress to you—and explain all about "Health-ized." But—only through a night's sleep upon it—can you realize what a vital asset it is to healthful slumber—and luxurious comfort. Truly—it's like sleeping on a cloud.

ONLY **\$39⁵⁰**

Matching Foundations
for every Sealy Mattress

Styled and
Made in
the West

No. 274—Gray
Lustrous Flannel



First Afield and Fireside Warm in a **PENDLETON** SHIRT

Early morning hunting, in fog and cold, calls for a Pendleton Shirt. You'll need it in all kinds of weather. Virgin wool fabrics—nature's finest insulation woven of fine western wool—protects against wind, rain and sun. Enjoy your favorite sport more in a Pendleton.

At sports, clothing or department stores. \$5 to \$9. Cabardines—or flannels in solid colors, checks and plaids.

Send for free catalog, sample fabrics, name of your nearest dealer. Pendleton Woolen Mills, Dept. L, Portland, Oregon.



I'd like to catch the guy who spreads the story that a dog can worm himself with grass and gravel. I've had worms more than once (like most dogs) but it took the Boss to pull me through. He looked up my symptoms in the Sergeant's DOG BOOK — and the worms were doomed!



First time Sergeant's PUPPY CAPSULES did the job. (I was six weeks old.) After I grew up it was SURE-SHOT CAPSULES — they worked like magic. I don't know whether the Boss or the BOOK helps me most! You can't have my Boss, but you can get the BOOK free at drug or pet stores — or with this coupon.

Sergeant's DOG MEDICINES

Polk Miller Products Corp.
Dept. 3-1, Richmond, Va.

Please send a free Sergeant's DOG BOOK to:

Name _____

Address _____

City _____ State _____



- ✓ Pearl Shank Buttons
- ✓ Extra fine broadcloth
- ✓ Pure vat colors
- ✓ Laboratory tested
- ✓ Full cut sizes
- ✓ Precision stitching
- ✓ Real Convertible collar
- ✓ 9 Ivory Washable Colors
- ✓ Famous for long wear
- ✓ Buy your correct size

Guaranteed to give satisfactory wear for one year in normal use.

A perfect year 'round shirt for every day use as well as for sports. Choose several in these lovely colors: White, blue, dusty pink, brown, maize, sage, brick-red, wine, bayleaf green.

*Fabric shrinkage not more than 2%.

AT FINE STORES EVERYWHERE OR WRITE
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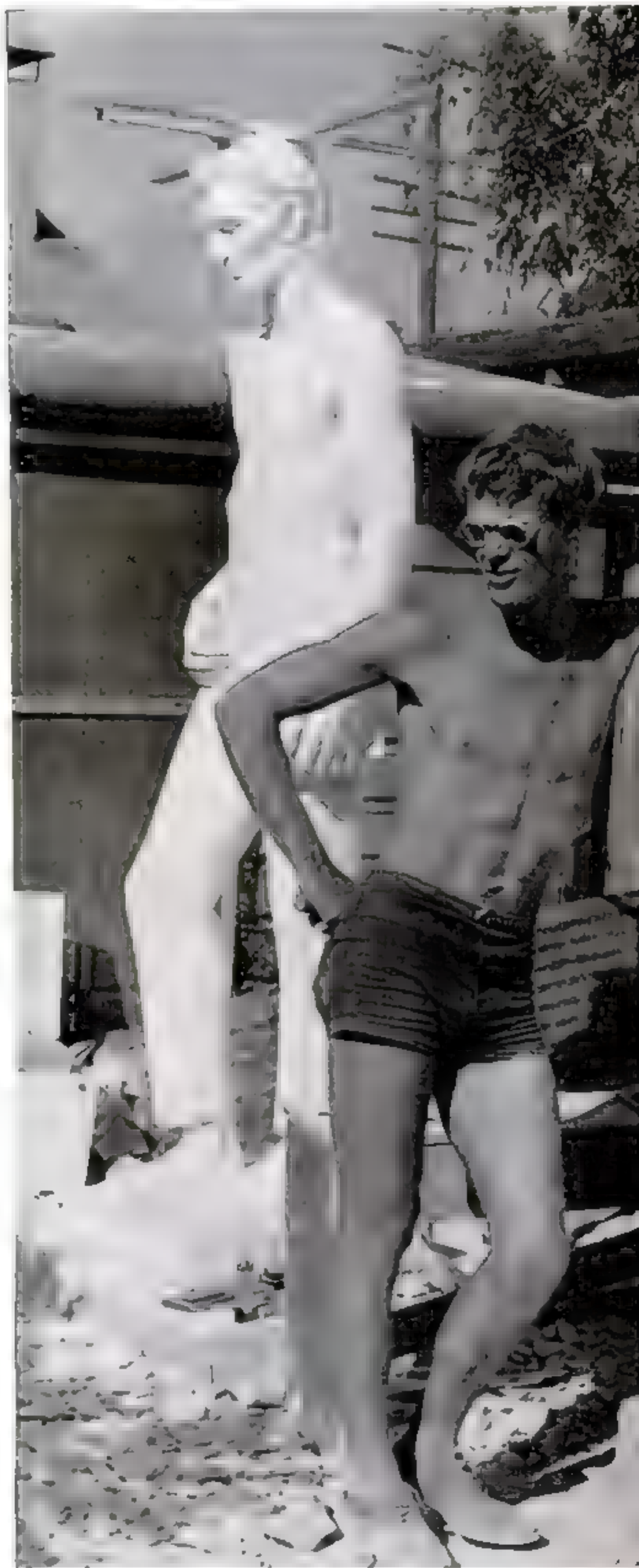


ART

YOUNG CALIFORNIA ARTIST IS HIS

The biggest success story in modern sculpture is the story of James Lee Hansen of Los Angeles, who is now carving an 8-ft. statue of young Abraham Lincoln out of Indiana limestone. As model for his gangling young Lincoln, Hansen, who is 22 and gangling, is using himself. When he finishes he will turn the statue over to the U. S. Government Section of Fine Arts and get \$7,200 for it. The U. S. will stand it in the lobby of the new Los Angeles Federal Building.

Young Lincoln is the first big piece of sculpture Jim Hansen ever



YOUNG HANSEN, WHO WORKS OUTDOORS, CARVES HIS "YOUNG LINCOLN"

OWN MODEL FOR A LINCOLN STATUE

carved. A year ago he was an improvident student at the Los Angeles Art Center School. One day he went with his teacher to a stoneyard. He asked his teacher how he worked with limestone. The teacher said it was simple—just hack at it. Hansen went off with a small piece of stone, showed up ten days later with a magnificent figure of an athlete. It was so highly praised that Hansen entered the Government competition. When he won the \$7,200 award, he was so shocked that he bought a new car, promptly wrecked it, spent 18 days in jail.



IN THE BACK YARD OF HIS \$25-A-MONTH SHACK ON EDGE OF HOLLYWOOD

THE MIRACLE OF

"Synchronized Styling"

by Pauline Gordon

Just when it is needed most—when the new streamlined silhouette dress styles make your figure lines so very important—comes this dramatic news of an achievement by a famous American designer. Pauline Gordon has created a method of designing brassieres and girdles that style your figure lines to "synchronize" with the new dress lines. "Synchronized Styling" means correctly molding your body lines—so that your figure properly "belongs" to your clothes. It means that you have a fashion right figure in your fashion right clothes.

Pauline Gordon

BRASSIERES and GIRDLES

FREE BOOKLET
Containing the story of "Synchronized Styling" and how it is accomplished. It also contains various fashion and girdle styles. Write: Pauline Gordon, 312 Madison Avenue, New York City.

Pauline Gordon fine quality Brassieres from \$1 up. Girdles from \$5 up, at leading stores.

For young women—and women who intend to stay young!

A LIFETIME

of shaving pleasure...in ONE blade

All barbers will tell you that nothing less than a hollow-ground blade of best steel will remove tough beards properly. This is exactly the blade you get in a Rolls Razor. It is made of the finest hollow-ground, hand-forged Sheffield steel!

Built to last a lifetime it always stays sharp—strapped and honed in its own case. A few flicks of

the wrist and your blade is as keen as when you bought it.

Decide now that you will begin to enjoy shaving. Invest in a genuine British-made Rolls Razor and feel that blade glide through those whiskers with never a protest from your tender skin. Shave comfortably day after day—year after year—and end blade buying forever.

\$10 and up. Shaving bowl, \$1. Soap refill, 60¢.
Write for free descriptive folder L94.

ROLLS RAZOR

ROLLS RAZOR, Inc.—Sales & Service—342 MADISON AVE., NEW YORK CITY



**PROOF . . . that custom character
need not be expensive**

Taylor-Made Shoes prove that all you want in a shoe can be had at a moderate price . . . the smartest styling . . . fine leathers . . . beautiful shoemaking . . . instant and lasting comfort. TAYLOR'D BROGUES, illustrated above, and many other styles suited to every man's taste can be seen at your local Taylor-Made dealer's . . . or write the makers for illustrated folder

E. E. TAYLOR CORP. • 275 Congress Street, Boston, Mass.

HAY FEVER GIVE YOU CLOTHESPIN NOSE?

Nose stuffy, head puffy from hay fever? Put a Luden's to work. As it melts in your mouth, it releases cool, soothing menthol vapor which, with every breath, helps clear up clogged nasal passages.



Copyright 1940, Luden's, Inc.



FEET ITCH?

STOP IT QUICK!

Look between your toes. If they itch, or if the skin is red, raw, cracked or peeling, watch out—it may be Athlete's Foot! Get Dr. Scholl's SOLVEX at once. Relieves intense itching; kills fungi of this disease upon contact; helps heal and prevent spreading to other parts of the body. Liquid or Ointment. 50¢ at Drug, Shoe and Dept. Stores. Don't accept a substitute.



Dr. Scholl's SOLVEX

SAFER NIGHT DRIVING



INSTALL 1940 SEALED BEAM LIGHTS IN YOUR OLD CAR
This amazing new lighting on the 1940 cars is one of the biggest advances in automotive engineering in years. Convert your car now and enjoy safer, quicker easier seeing! Install 1940 ARROW Sealed Beam Conversion Units in your present headlights for as little as \$7.75 if your dealer does not have ARROW lights write direct for catalog. Address P. O. Box 835, ARROW SAFETY DEVICE CO., MEDFORD, N. J.



The medical mission to England goes under sponsorship of American Hospital in Britain, Ltd., is supported by the Allied Relief Fund and by private donors. Standing above are (l to r) Dr. Philip D. Wilson, head of the expedition, Dr. Donald

A GREAT U.S. SURGEON LEADS FIRST

The departures of the boats which sail from U. S. to England are usually kept a secret because the cargoes they carry now are too valuable to risk to German submarine attack. One day during the past few weeks a Britain-bound boat slipped out of New York Harbor. On board was the very precious cargo shown in the photograph above.

These twelve uniformed people make up the first medical mission to England. As emissaries of American Hospital in Britain, Ltd., they volunteered to put their skills at the services of England's war victims. They will serve from four to six months, will be paid up to \$200 a month. They may form the nucleus of an eventual 1,000-bed hospital set up in England with American money. These twelve are:

DR. PHILIP DUNCAN WILSON is one of the greatest orthopedists in the U. S. Past president of the American Academy of Orthopedic Surgeons, he is now head of New York's famous Hospital for the Ruptured & Crippled. He is the husband of a Frenchwoman and his first child was born during the 1914 siege of Paris. During the last war he was doctor in charge of all amputations in the U. S. Army. Last May he cabled an offer of his services to England. The reply came back: "Our greatest need is for orthopedic surgeons." Dr. Wilson promptly began canvassing his wealthy patients for funds and his associates for volunteers. When he had raised three units of four people each, he set out for Britain.

DR. DONALD EMORY DIAL is 37 years old. He graduated from the Yale School of Medicine twelve years ago, has been resident at Ruptured & Crippled. He goes as an orthopedic surgeon.

DR. CHARLES H. BRADFORD, 35, is the son of Dr. Edward H.



Emory Dial, Dr. Charles H. Bradford, Dr. W. Richard Ferguson, Dr. Frederick W. Waknitz, Dr. John Marquis Converse and Dr. Norman Egel. Seated are Miriam L. Knight, Adelbert E. Overman, Mildred L. Lewis, Sheila M. Converse, Helen D. Dial.

MEDICAL MISSION TO GREAT BRITAIN

Bradford, a famous Boston surgeon. Graduate of Harvard Medical School, he has served on the staffs of many Boston hospitals.

DR. W. RICHARD FERGUSON, 29, was born in Wisconsin and lists his descent as "Scotch-Irish-French-Swiss." He studied at Johns Hopkins, was on the staff of that hospital when he volunteered.

DR. FREDERICK W. WAKNITZ, 33, is of German descent. He trained at the Broadlawn General Hospital, Des Moines, was a CCC surgeon, has been a research fellow at Ruptured & Crippled for two years.

DR. JOHN MARQUIS CONVERSE is the son of a Paris surgeon. He took his degree at Paris University, was resident at the American Hospital in Paris until 1935 when he came to Boston as resident assistant surgeon at Massachusetts General Hospital. Last June he went to France with the Red Cross, arrived just as the country surrendered. On his way back to the U. S. he was asked by radio to serve with Dr. Wilson as a plastic surgeon.

DR. NORMAN EGEL, 34, goes as a general surgeon. He studied at the University of Rochester School of Medicine, has been resident in surgery at Strong Memorial Hospital, Rochester.

THE NURSES: Miriam L. Knight was head nurse at St. Luke's Hospital in New York. Adelbert E. Overman was a nurse at Ruptured & Crippled. Mildred L. Lewis was a head nurse at Massachusetts Eye & Ear Infirmary. Mrs. Sheila M. Converse, a British subject, is the wife of Dr. Converse. A good photographer, she is going as a medical artist. Helen D. Dial, daughter of an Englishman, is the wife of Dr. Dial. She was records librarian at Lutheran Hospital in Cleveland, is going over as a medical secretary.

"Your idea, Henry? I was the one who suggested changing to a Servel Electrolux!"



... because it freezes silently with

NO MOVING PARTS!

• Yes ... more and more families every year are replacing other-type refrigerators with the *only* automatic refrigerator whose freezing system has no moving parts to wear or cause noise. See Servel Electrolux at your gas company or local dealer's showroom.



KEEP THAT
WELL-PRESSED LOOK
STREAMLOX
BRACES

No amount of strain, emotional or sartorial, will cause these STREAMLOX BRACES to let you down ... You easily clip them directly over the trouser crease to accent that well-pressed look. And because of the exclusive Customfit Back plus Glider-Slide adjustments, they're bound to fit your figure ... At good men's wear stores everywhere in a wide choice of smartly styled elastic webbings or in the new PLAGLASS ... *

PIONEER
BRACES • BELTS • GARTERS • BUCKLES



Any BEER tastes BETTER "STOUTened" with GUINNESS

Thousands of beer drinkers have learned that Guinness gives beer a racy, new flavour. Beer with Guinness (Half-and-Half) has more body, richer colour, a brisk, clean taste. You'll like it!

For something still better—have Guinness straight. At your favourite bar, restaurant, or from your grocer.

• GUINNESS STOUT is the largest selling brew in the world. Made in Dublin, Ireland, since 1759, it matures over a year in oak vats and in the bottle until consumed. Guinness is not pasteurized. Nor is it filtered. It thus contains active yeast . . . all its natural goodness.

GUINNESS IS GOOD FOR YOU

W. A. Taylor & Co., N. Y., Sole Dist. U. S. A.
FREE: Irish Rabbit recipe, also Story of Guinness
44 Pictures; write Guinness, Dept. X-215,
W. A. Taylor & Co., 10 Rockefeller Plaza, N. Y. C.
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Clear, Soothe TIRED EYES in Seconds!



Only TWO DROPS of this eye specialist's formula are needed to SOOTHE and REFRESH dull, tired eyes . . . Its special EXCLUSIVE ingredient quickly CLEARS eyes red and inflamed *(from late hours, fatigue, driving, overindulgence, etc.).



Thousands prefer stainless, sanitary, safe EYE-GENE, because it is quickly EFFECTIVE in making EYES FEEL GOOD. WASH your eyes with EYE-GENE today Onsale at drug, department and ten-cent stores.

USE
EYE-GENE



PICTURES TO THE EDITORS

WAR SCARE

Sirs:

These thirteen Brooklyn girls are members of a new organization called the "Lysistrata 1940 Association." Copying the Lysistrata of 23 centuries ago, they

have sworn not to communicate with their boy friends for a whole week. This is not because they don't like their boy friends but because they hope it will keep them from going to war

S. BLRNETT

Cambridge, Mass.



WIVES AT PLAY

Sirs:

These 21 ladies kicking on the sands of Miami Beach, Fla. are members of Baltimore's "Put-Husbands-in-Their-Places"

club. Every year they go on a trip and leave their husbands at home. The club has 26 members. The other five are probably busy telephoning their husbands.

F. E. SLINGERLAND

Miami Beach, Fla.



BABY BOOM

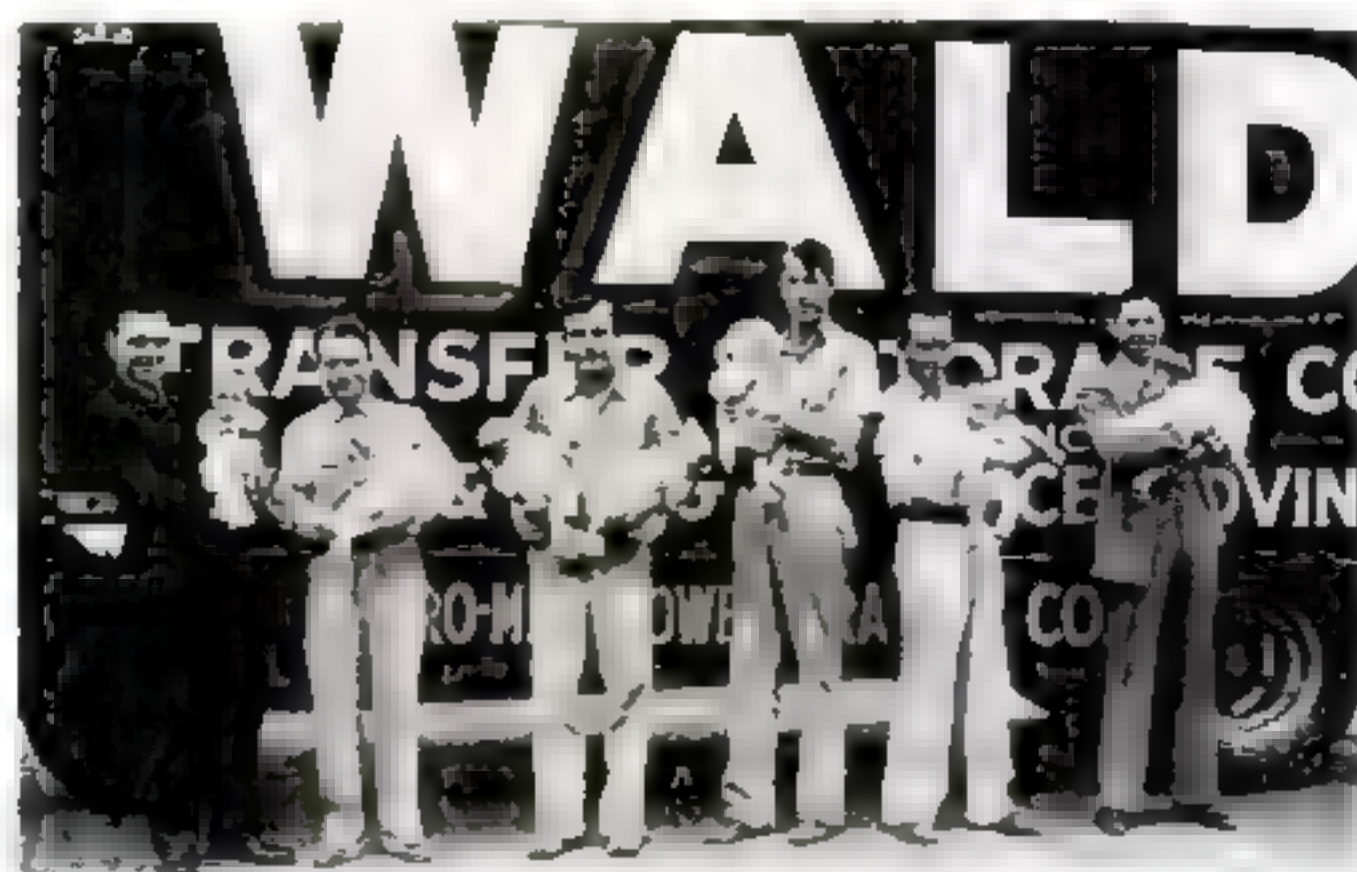
Sirs:

Excluding our three bachelors, 100% of the white personnel of the Wald Transfer company became fathers within a

space of five months. Andy Coombs (third from left) holds the winning hand—a pair of twins. Baby ages range from four weeks to five months.

ROSELLA H. WERLIN

Galveston, Tex.



SMILES

BRIGHTEN FROM TEK'S
CLEANING ACTION AND
TEK'S NEW LOW PRICE



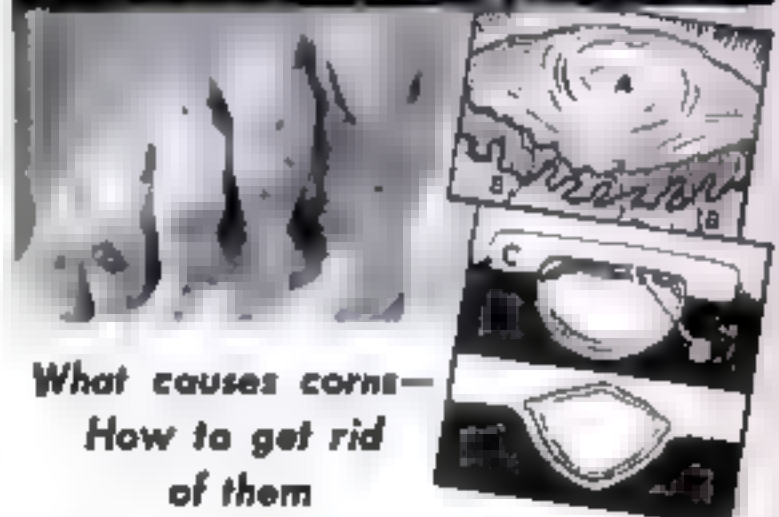
famous quality

tooth brush . . . now

23¢

Johnson & Johnson

CORN SUFFERERS should know these facts



Corns are caused by pressure and friction, become a hard plug (A) whose base presses on sensitive nerves (B). But now it's easy to remove corns. Blue-Jay pad (C) relieves pain by removing pressure. Special medication (D) acts on the corn—gently loosens it so it can be lifted right out (stubborn cases may require a second treatment). Then simply by avoiding the pressure and friction which caused your corns you can prevent their return. Get Blue-Jay Corn Pasters—25¢ for 6. Same price in Canada.

FREE OFFER: We will be glad to send one Blue-Jay absolutely free to anyone who has a corn, to prove that it relieves pain and removes the corn. Just send your name and address to Bauer & Black, Division of The Kendall Co., Dept. C-22, 2500 South Dearborn Street, Chicago, Ill. Act quickly before this trial offer expires.

SOOTHES SKIN AFTER SHAVING

Your skin feels softer and smoother after a dash of cool, bracing Aqua Velva—the world's most popular after-shave. Try it!

For a generous free trial bottle, write Aqua Velva, Dept. CA-33, Glastonbury, Conn. Offer good in U. S. A. and Canada only.

FOR THE 1 MAN IN 7 WHO SHAVES EVERY DAY

**A Special Shave Cream—It
Needs No Brush—Not Greasy!**

Daily shaving leaves many men's faces raw, sensitive. This is especially true of the man who, because of his business and social status, must shave every day.

To meet this condition, Williams, for 100 years makers of fine shaving preparations, has now developed GLIDER—a special cream for daily shavers. Without the usual soap base, it's a complete departure from ordinary shave creams. No brush. No lather. Not sticky or greasy.

A superabundance of moisture in this rich cream softens each whisker, yet forms a protective layer over your face to keep blade from scraping. Swiftly, gently your razor glides over your skin. Like a cold cream, Glider helps smooth, soften your skin and prevent chapping and roughness.

Free—tube of Glider. Send name, address today. The J. B. Williams Co., Dept. CG-18, Glastonbury, Conn. Offer good in U. S. A. and Canada only.



SAFE!

NEW DISCOVERY

**For WORMING Your Puppy or Dog
Without Danger of TOXIC POISONING!**

Thanks to the NEW Glover's Imperial Capsules, the danger of toxic poisoning and violent after-effects from worming your pet is at last removed. This was never before possible in a worm medicine! They not only expel Round Worms (Ascarids) and Hook Worms, but also Whip Worms—all THREE! Think of the ECONOMY—only 25¢!

FREE DOG BOOK—Write Glover's, Dept. 17, 460-4th Ave., New York.

**ONLY 25¢ GLOVER'S
Imperial CAPSULES**

**For SCHOOL - HOME - TRAVEL
CASH'S NAMES
PROTECT - IDENTIFY - SAVE LOSSES**

Time to mark school clothes now! And remember—Cash's WOVEN Names add distinction, avoid unsightly laundry marks, prevent losses. For the whole family's belongings. Ask your Dept. store for Cash's WOVEN Names; or write us. An extra dozen now FREE with every order!

CASH'S NAMES 3 doz. \$1.00 6 doz. \$2.00 NO-50, 25¢
9 - 25¢ 12 - 3. Cement 1 a tube

70 Chestnut St., So. Norwalk, Conn.
or 8227 So. Gramercy Pl., Los Angeles, Cal., or 50 Gray St., Belleville, Ont.

NEWS ITEM: Cowboys exposed to sun and wind on Western plains protect their lips with a soothing balm—"Chap Stick".



Buck-up, Pal
use this for sore
parched lips

Take a cowboy's tip. Use Chap Stick on your lips. Cool, comforting relief for outdoor men in every application. Slips in your pocket. 25¢ at your druggist's. If he doesn't have it, send 25¢ to Chap Stick Co., Lynchburg, Va. Money back if not delighted.

FLEET'S Chap Stick 25¢

PICTURES TO THE EDITORS

(continued)

TURNING TURTLE

Sirs:

You have doubtless heard pseudo-naturalists propound the theory that a turtle, placed on its back on land, will die because it cannot right itself. How a turtle feels about this theory is demonstrated in this series (below).

GEORGE A. SMITH

Quarryville, Pa.

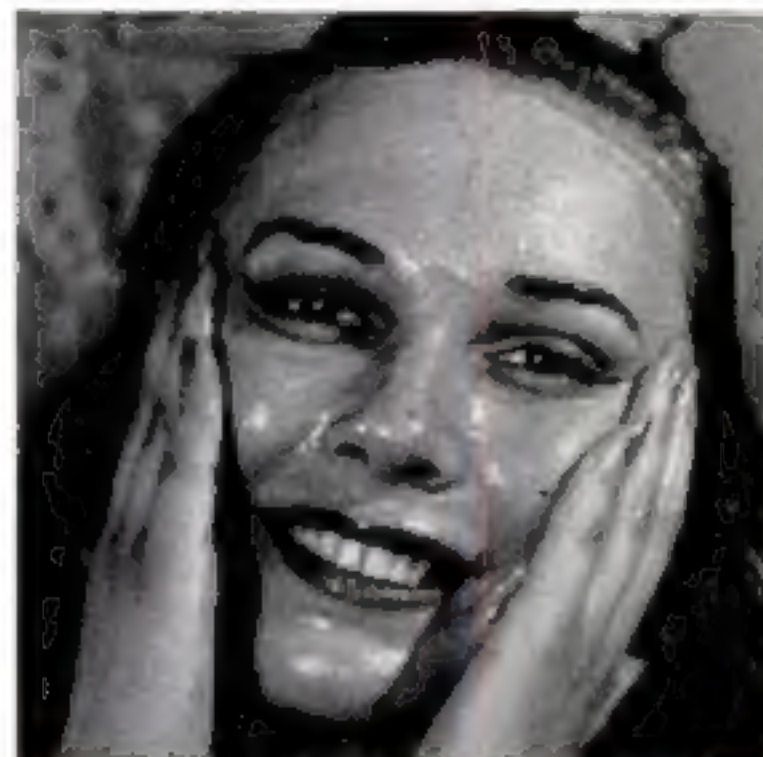


"SAVE YOUR OWN SKIN, GIRLS!"

IRENE CHRISTIE, who plays Lillian Russell in the World's Fair **AMERICAN JUBILEE**, tells her secret for removing cosmetics.



"Off-stage I have friends who pick a cleansing cream for any reason on earth except the one that counts—efficiency. Not so an actress. For us, getting make-up off is part of our professional job. That's why so many of us use Albolene Cleansing Cream."



"There's not a trick in a pound of Albolene Cleansing Cream—just good, fast cleansing action. See—it turns to a veil of fine, silky oils... then wipes away easily. My skin stays soft even when I have to remove make-up 4 times a day."



"Here's another thing about Albolene I like. An actress uses so much cleansing cream that price is important. Being able to buy Albolene Cleansing Cream in that economical pound tin is a help! It ought to save anyone a neat sum."



Why you need a "PROFESSIONAL" Cleansing Cream

If you use cosmetics—you have the problem of removing them. Why not profit from stage experience? Use Albolene Cleansing Cream for "professional" efficiency. So pure is Albolene, so gentle in its effect on the skin, that it is even used in many hospitals. So—be modern! Take a professional attitude towards your beauty care.

McKesson & Robbins, Inc., Bridgeport, Conn.



Boudoir Jar 50c
Pound Tin \$1

It's an Easy Walk



TO SCHOOL • TO TOWN IN UNIVERSITY STYLED BOSTONIANS



At ease on rail:

PLATEAU (left) a No. 1 University style from Bowdoin to U. S. C. Soft, rugged tweed leather with rubber or leather soles. Plain-toe **MARVEL** (center) drapes your foot with the greatest of ease. Its Shetland leather accents shaggy fall fabrics. Campus-chosen **KENWOOD** (right) comes in bootmaker finish.

On the book is college-preferred **BERWYN**—a wing tip shoe in Bostonians' exclusive Tweed leather.



WELLINGTON (left) introduces ox-blood to every Campus. Another Tweed triumph—Tweed **GLENDAL** (right) wins an "A" for action. Bootmaker finish.

Notes for a Quiz

Q. This fall, what's on a college man's mind besides his hat?

A. His Shoes. Being a fast stepper they must fit and feel right.

Q. How does he keep his feet rarin' to go?

A. He wears University-styled Bostonians . . . Walk-Fitted to cushion every curve in action.

Q. What's 'University-styled'?

A. When 293,147 college men in 729 schools say "I'll pick this pair"—that makes it an authentic university style.*

Q. Do only college men wear University styles?

A. What a question. They're tops in town, too. *National College Poll, 1940.

BOSTONIAN SHOES • WHITMAN, MASS.

\$7.85 to \$11.00

Bostonians

FIT RIGHT • FEEL RIGHT *they're Walk-Fitted*

PICTURES TO THE EDITORS (continued)

COMMUNIQUE

Sirs:

This is the British aircraft carrier *Hermes* in a certain British African port. The Germans claimed that she was sunk

by German aircraft, the British that she was damaged in a collision. Whichever is the case, you can see that her bow is badly damaged.

A. STICKNEY JR.
New York, N. Y.



HURRICANE

Sirs:

This picture will give your readers some idea of how it feels to be caught in a hurricane at sea. A 90-mile-an-hour

wind whipped the decks of the S.S. *Tydogas*, smashing two lifeboats, making the catwalk impassable and preventing the cook from serving the officers' mess.

Bayonne, N. J.

HERMAN GEIS



SKID

Sirs:

On a rainy Saturday night this motorcycle went out of control, threw off its two passengers and skidded under a fill-

ing station pillar near Elkhorn, Wis. Vernon Voltz, the driver, fractured his arm but his friend was uninjured. The motorcycle was left holding up the pillar.

Elkhorn, Wis.

DANIEL HANNY



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Your TASTE, too, has changed!



HEAD MAN—1890 *"I beg to remain, my dear sir, your most faithful and obedient servant."*

Thus, in an atmosphere of dignity you could cut with a knife, did the head of the firm sign letters back in the gaslight era.

If his wording seems a trifle ponderous and weighty—so was everything else in that day and age! Clothes, phraseology, food, and drink—all were distinctly on the heavy side. The glass of whiskey that refreshed Grandpa after a hard day at the office was stiff, heavy-bodied, heady—but the only bonded whiskey the methods of yesterday could produce.



HEAD MAN—1940 Today, the ponderous, stilted formality is gone—gone with the heavy broadcloth suit and the roll-top desk. Our tastes have changed.

Along with the lighter, more comfortable atmosphere, which we moderns like, goes a taste for lighter clothes and food—and lighter whiskey.

That's why you'll like Signet. It's a delightfully light-bodied whiskey—made by modern methods for modern tastes, the first bonded whiskey of its kind!

Delightfully light... because
It's Aged in AGED Wood

Hiram Walker's
Signet
First Bonded Whiskey of its kind

WHAT AGED IN AGED WOOD MEANS

Signet is distilled for lightness. It is then aged in charred casks that have been pre-mellowed by repeated prior use. Scotch and Canadian whiskeys and the rarest French brandies are also aged in casks that have been thus pre-mellowed.

HIRAM WALKER



This whiskey is
4 YEARS OLD
100 proof

COPR. 1940
HIRAM WALKER & SONS INC.
PEORIA, ILL.

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**"IT'S THOSE EXTRA
MILES PER HOUR
THAT COUNT WITH ME"**

says **WILBUR SHAW**—
3-Time Winner of the 500-Mile
Speed Classic

**"AND IT'S THOSE
EXTRAS OF SLOWER
BURNING I LIKE
ABOUT CAMEL
CIGARETTES"**



SLIPPERY TURNS at 120 miles per hour! Hub to hub duels at 150! For 500 blistering, nerve-wracking miles—laboratory equivalent of 50,000 normal highway driving miles. Yes, it's America's most thrilling classic of auto speed. It's also a proving ground of your safer and more efficient car of tomorrow. For the aerodynamic design, high-compression motor, alloy

pistons, the safety glass of your car today had their testing at the hands of these daring men. And, three times, Wilbur Shaw (*above*) has come through with the extra degree of mechanical perfection—the extra daring and extra skill—that wins. He *has* the "extras" ...he *appreciates* the extras...in cigarettes, too, Camels give the *extras*. Wilbur Shaw smokes Camels.



CAMELS BURN
SLOWER AND GIVE ME
THE EXTRA MILDNESS
AND EXTRA FLAVOR I WANT
FOR STEADY SMOKING.
CAMELS EVEN GIVE ME
EXTRA SMOKING

WITH WILBUR SHAW—with millions of others—the "extras" in slower-burning Camels are the difference between just smoking and smoking pleasure at its best. Your own experience tells you that cigarettes that burn fast, burn *hot*. And that excess heat destroys flavor—makes your smoke flat, harsh. Light up a Camel...the *slow*-burning cigarette of costlier tobaccos...and get the "extras"—even *extra smoking* (see right).

GET THE "EXTRAS"
WITH SLOWER-BURNING
CAMELS—
THE CIGARETTE OF COSTLIER TOBACCOS

EXTRA MILDNESS
EXTRA COOLNESS
EXTRA FLAVOR

In recent laboratory tests, CAMELS burned 25% slower than the average of the 15 other of the largest-selling brands tested—slower than *any* of them. That means, on the average, a smoking *plus* equal to

**5 EXTRA SMOKES
PER PACK!**



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